

Law of Averages

To the Editor:

It so happens that my sales work brings me into contact with about 60% city and town and 40% rural population in six counties of central New York state. Conditions in these parts, generally speaking are the same as others. Altho the farmer has the lowest buying power of his career and some cities have a 30% unemployment condition, the aggressive salesman who works 8 hours per day, keeps calling on people that still have jobs and a little money in the bank is now having the field to himself because the other fellow has given up. Even the mediocre salesman can make a good living today if he really works and follows the leaders of his organization.

However you will find this man insuring his success by following the rules and applications of, THE LAW OF AVERAGES old as selling itself. He plans upon four cardinal rules.

1. Number of people called on.
2. Number of intelligent demonstrations made.
3. Knowledge of product.
4. Knowledge of salesmanship.

The following deductions in equation form are based upon the record of several outstanding men in the Maytag Sales Corp. the country over.

Cold Canvass Equation	{	Number of calls	= Demos
		10	
	{	Number of Demos	= Sales
		one fifth	
Leads from Customer Equation	{	Number of demos	= Sales
		3	
Direct store leads	{	Number of Demos	= Sales
		2	

General deductions.

1. Biggest thing in selling is to KEEP PERSISTENTLY at getting demos.

2. The direct store leads are gravy and most stores will give a salesman his share, that 50% and better of sales are result of contacting satisfied users. That cold canvass is the hardest method but always pays sure results.

3. No matter how many calls a man makes, how many demos he makes by keeping at it he can depend upon the law of averages whether it be days, weeks or months.

R. E. WHITNEY,
District Manager,
Maytag Sales Corporation,
Philadelphia, Pa.

Electrical Merchandising

VOL. 49

No. 4

Contents for April, 1933

Copyright, 1933, by McGraw-Hill Publishing Company, Inc.

The Next Step.....By L. E. Moffatt 17

This Month—as the Editors See It

Frigidaire Stresses Low Price, Low Operating Cost in '33
Line 18

Lamp Companies Reduce Price on 75 and 100 Watts..... 19

Curtain for N.E.L.A. Sales Section..... 19

Where Will They Keep the Beer?..... 19

Refrigeration Bureaus Start Spring Drive..... 20

Men of the Month..... 21

Kelvinator Guarantees Prices for 40 Days..... 21

Electricity Comes to the Rescue in California..... 22

Frigidaire Has Beer Cooling Equipment..... 23

Appliances in the Spotlight.....By Laurence Wray 24

Do Your Own Financing..... 27

What They Advertised in March..... 28

Tip Bonus System..... 31

The Cleaner Business Has Cleaned House..... 32

Studio Store..... 35

Refrigerators Were New—but.....By John Shaver 36

Orphan Annie Appliances.....By T. F. Blackburn 38

Figures of the Month..... 40

Incomes No Barrier..... 41

Review of New Products..... 46

L. E. MOFFATT Editor

LAURENCE WRAY
Assistant Editor

ARTHUR P. HIROSE
Market Analysis Editor

HARRY PHILLIPS
Art Director

M. E. HERRING

O. H. CALDWELL
Contributing Editor

EARL WHITEHORNE
Contributing Editor

WM. A. CYR
Pacific Coast Editor

Publishing Director

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42d STREET, NEW YORK, N. Y.

Branch offices: 520 North Michigan Ave., Chicago; 883 Mission St., San Francisco; Aldwych House, Aldwych, London, W. C. 2; Washington; Philadelphia; Cleveland; Detroit; St. Louis; Boston; Greenville, S. C. James H. McGraw, Chairman of the Board; Malcolm Muir, President; James H. McGraw, Jr., Vice-President and Treasurer; Mason Britton, Vice-President; Edgar Kobak, Vice-President; H. C. Parmelee, Vice-President and Editorial Director; Harold W. McGraw, Vice-President; C. H. Thompson, Secretary.

"Yes," says Mrs. Prospect .

Like the 999,999 other prospects this year, she wants the earth for her money. Check her demands and you will see that with the 5 Premiers, you can meet every one of them!

"I want a cleaner with a well-known established name. I haven't the money to gamble."

"I want a cleaner that really cleans. I'm not getting it just to exercise my rugs."

"I want a cleaner that runs smoothly. I'm tired of pushing a threshing machine through my house."

"I want a cleaner that's easy to run. What do you think I am? A dray horse?"

"I want an easy-to-buy cleaner. My husband is paid by the month and likes to pay the same way."

"I want a cleaner with speed. I've something else to do besides massaging floors."

"I want a quiet cleaner. My baby's nap is just as important as the nap on my rugs."

"I want a cleaner that's simple to handle. I'm no mechanical genius."

There are no "Buts"... if you stock the five

APRIL, 1933

Electrical Merchandising

Established 1916

McGraw-Hill Publishing Company, Inc.

L. E. MOFFATT,

Editor

The Next STEP

"INASMUCH as the electrical industry was entirely responsible for the defeat of these anti-merchandising bills—the electrical industry, meaning the whole-sale group, electrical contractors and dealers, electrical manufacturers, electrical workers' union and others—it is now our object to forcibly bring before the power companies' officials that it is their obligation, as well as duty, to enter the field of merchandising in an aggressive way. By aggressive, we mean, of course, merchandising on an ethical basis in the way of maintenance of prices and terms so as to allow other branches of business to **compete** fairly."

This from a letter written by a large western wholesaler and chairman of a group of electrical men who recently helped defeat legislation which would have prevent the power companies of their state from selling appliances.

Further on, he makes another pertinent observation: "Our business in the main is not demand business and without aggressive cultivation the electrical field naturally becomes dormant." More than that, without such cultivation the appliance business becomes a welter of price competition. Quality, service and customer satisfaction are all forgotten in the frantic effort to undersell.

THE commercial men of the power companies have done a wonderful job of setting their houses in order. They have not only eliminated the causes for old disputes, they have cooperated enthusiastically in developing such potent sales and good will builders as the refrigeration bureaus.

These same commercial men have the ability to give their communities the aggressive leadership that will build the appliance business back to its true base of quality and service. They have the ability, but not always the power. In many places they are held back by the timidity of their bosses.

Therefore, the same facts that sold the legislators on the *right* of the power companies to merchandise should now be used to sell major power executives on their *obligation* not alone to merchandise, but also to organize local electrical trade groups for local electrical trade betterment.

A SERIES of vigorous cooperative campaigns on refrigeration, washers, cleaners, heating appliances and ranges would direct consumer interest and trade activity toward recognized quality products and relegate cut prices and shoddy merchandise to their proper place at the rear of the procession.



EDITOR

This Month *as the Editors*

FRIGIDAIRE STRESSES LOW PRICE, LOW OPERATING COST IN '33 LINE

Big Advertising Campaign Under Way

BY the time this publication is in the mails it should be no longer news that Frigidaire have brought out a new line at lowered prices. Newspaper announcements breaking all over the country carry the full details of the new Frigidaire "Standard" line. The price, as a matter of record, is \$96 for the 4-ft. and \$138 for the 6-ft. box. These prices include installation, but do not include freight.

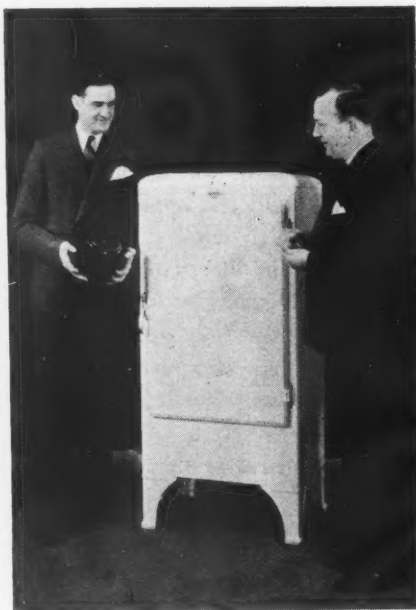
While much advertising attention has been centered on the "Standard" line, the "Super" line is of sales importance. Frigidaire's sales program is going to emphasize "Sell 9's and Up", concentrating on the sale of ample home refrigeration.

The "Standard" series presents a fascinating sales interest story. For the first time an advertising campaign has been built around low operating cost. A comparison made with the ordinary lamp bulb is one which should register the economy story with the public. One of the things the public has learned about electric light is that it is cheap, and with a low list price and low operating cost, the Frigidaire "Standard" line fits admirably into present day economy psychology. An interesting mechanical feature, used on both the "Standard" and "Super" lines, is the automatic tray release. There is a handle on the tray which when pulled exerts a leverage breaking the tray loose, this is one of these simple and common sense devices which are the result of extensive research.

H. W. Newell, vice president in charge of sales, promises aid to the distributors, dealers and salesmen in one of the most expensive advertising and sales campaigns ever employed by Frigidaire Corporation. A teaser campaign preceded the announcement on

March 31. Another important step in the sales program is a financing set-up which permits the 4-ft. "Standard" refrigerator to be sold on a \$5 a month basis and the 6-ft. "Standard" refrigerator on a \$7 a month basis.

When goods are sold on the installment plan the size of the monthly payment is equally important with the total price of the product. In fact, it was customary for a number of years in washing machine and vacuum cleaner campaigns to publish the down-payment only, and not to name the full price of the product. This practice has not been much used in the sale of refrigeration.



NEW FRIGIDAIRE

*H. W. Newell, vice president, holds the new compressor; F. R. Pierce, sales manager, holds a light bulb—
"Uses no more current than an ordinary lamp."*

The \$5 a month payment plan offered on the new Frigidaire might be worth the merchant's emphasis.

According to Mr. Newell, the introduction of the new Frigidaire line will not be hampered by large stocks of old cabinets. "Stocks," says Mr. Newell, "are well cleaned out, all the way down the line."

The "Super" line, porcelain inside and out, cold control, and many other refinements which are not on the "Standard" line, will be pushed with the slogan "Sell 9's or larger." Everybody is agreed that much refrigeration sold up to this time has been of too small a capacity.

The effect of the Frigidaire price announcement has been anticipated by other manufacturers. General Electric Company announced late last month a new price schedule beginning at \$99.50, on the GE Junior, and Kelvinator and Leonard are both announcing a \$97 price. As in the past other manufacturers will undoubtedly switch into line at prices around the \$96 level. This makes it pretty difficult going for the private brand manufacturers, which last year supplied department stores with refrigerators under \$100. It also presents another problem to the mail order houses. Sears Roebuck's advertising this month features \$69.50.

There are cleanups going on all over the country in refrigeration in all sorts of prices. There is undoubtedly a lot of stock in a great many warehouses. The announcements of General Electric Co., Frigidaire, Kelvinator and Leonard will stimulate these stocks being offered at low prices for clearance. There seems reasonable ground for hope of better prices. George Mason announces that the Kelvinator price is guaranteed for 40 days only. Mr. Mason holds that material costs may be rising, and consequently prices may be rising at the end of that period. If there was a general conviction that this was a true prophecy, refrigeration and all appliance sales would undoubtedly be stimulated during the next two months.

See IT

LAMP COMPANIES REDUCE PRICE ON 75 AND 100 WATT

IN keeping with the trend toward better and cheaper artificial light with more efficient incandescent sources, both the Westinghouse Lamp Company and the General Electric Company announce changes in the design of their 75 and 100-watt Mazda lamps. Both lamps now have a design life of 750 hours, this change giving a 4 per cent increase in lumen output. Effective April 1, 1933, the price of the 75-watt lamp is reduced to 20c. and the 100-watt lamp to 25c., both having previously been listed at 35c. The 100-watt size still has an A-23 bulb, but the 75-watt size has been changed from an A-23 to an A-21 bulb.

As a result of these changes, the cost of light will be decreased. The accompanying reduction in price is enough greater in proportion to the reduction in life so that the cost of additional lamps is more than offset. The design life of both lamps is 25 per cent less, but the price of the 75-watt lamp has been reduced 43 per cent and the 100-watt 29 per cent. Thus with both lamps having a 4 per cent increase in efficiency, the consumer will be getting more light at no increase in cost.

Hygrade Sylvania also cut prices to meet these new levels.

CURTAIN FOR N.E.L.A. SALES SECTION

IN a landscape walled Edgewater Beach Hotel room, blue with smoke, silky-voiced Vice Chairman C. E. Michel sounded taps with his gavel for the Sales Section of the N. E. L. A. March 22-23 in Chicago.

Acting on instructions of George Whitwell, chairman of the Sales Committee of the new Edison Electric Institute, committees cleaned up unfinished

business and made recommendation of activities that should be continued by whatever agency is formed by the Edison Institute to carry on the work of the sales section in the future.

The home Appliance Committee stated that reports on home heating devices and domestic laundry equipment were now ready for publication and should be put out. It was recommended that work should be continued on (1) industry co-operation, (2) financing of merchandise sales to dealers, (3) laboratory approval of appliances, and (4) development and promotion of appliance sales.

The Home Lighting Committee recommended further sales promotion on the indirect portable lamp. The infant Industrial Air Conditioning Committee recommended publication of the report prepared by Clements of New Orleans on home air conditioning and the Outdoor Lighting Committee boosted outdoor sports as a source of farther business, warned that each dollar invested in street lighting saved \$2.75 in economic loss.

Sensing the haziness of the meeting in regard to the future, Vice-President E. W. Lloyd of the Commonwealth Edison Company, arose and gave a brief picture of the new Edison Electric Institute. Limited in membership to employees of operating or holding companies, only 2000 individual members were to be admitted, with dues of \$10 apiece. With the limiting of membership, it was believed that only men who had a vivid command of their subject would be appointed to the committees which will replace the old sections in the new organization. It was urged that the leading commercial men in every company should join at once as an individual, or he was likely to be edged out of his opportunities by those from other departments.

As to what part the manufacturers would play in the commercial activities of the new Institute it was agreed by Whitwell, Lloyd, Davidson and Michael, that some means would undoubtedly be devised to allow their participation.

A digest of the expiring committees' recommendations will be presented at the Edison Electric Institute Convention in Chicago, June 5-8, at the Palmer House, for future guidance.

WHERE WILL THEY KEEP THE BEER?

WHEN John Citizen's first case is delivered—"John," says his wife, "that beer came but where are you going to put it?"

"In the refrigerator, of course," says John.

"Well, I wish you'd tell me where there is any room in the refrigerator," says the wife, and the family goes into session.

Mrs. Citizen shows John that the refrigerator space is already completely filled with milk, cold chicken, fresh vegetables, dishes containing remains of last Sunday's gravy, tomato juice for breakfast, forgotten soup bones and hunks of vitrified cheese. There is no room for a case of beer, and that's all there is to it.

A dilemma: John is a patriot and is going to help drink the country back to prosperity. Besides, he likes beer.

If John meets with an appliance salesman who has his mind on selling rather than on his competitors' prices—then John will become the owner of a new and larger kitchen cold storage plant and peace and harmony will reign at home.



NEW MERCHANDISE

What does a washer manufacturer do when he puts aside the cares of business for a while? You're right—he builds a washing machine. At least, that's what a bunch of them did at a recent meeting at Newton, Ia. The resulting product, while being a little shy on streamlining, looks as though it ought to be a boon to the tired hausfrau.

10-YEAR RETIRING

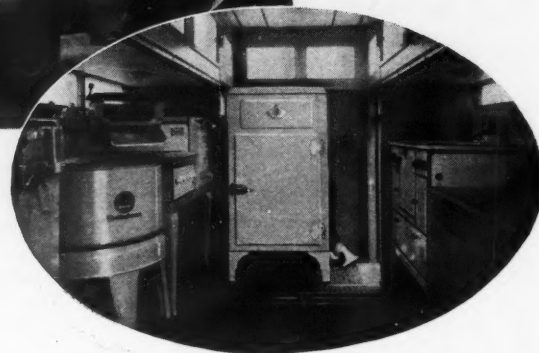
How old is an old electric appliance? Ten years, says the Southern California Edison Co. Ltd., and it plans an experiment to retire these superannuated devices in exchange for new, shiny, automatic appliances. Through the use of newspaper advertising, consumers are to be invited to bring in any old lamp socket heating appliance. It must be at least ten years old. For it an allowance of 15 per cent of the cost of the new appliance will be offered.

In one district in which the plan has been tried the dealers have cooperated wholeheartedly and are participating in the effort. If successful it will be carried to other parts of the system.

SAMPLE CASE ON WHEELS



Latest in traveling showrooms, designed by Dodge for Westinghouse Electric Supply. Expanding sides and top enables it to accommodate a complete line of appliances.



REFRIGERATION BUREAUS START SPRING DRIVES

April and May Months Signal for Quota-Busting Sales Campaigns

SPRING is here along with beer and the two things go well together—especially for the refrigeration business. The family have got to have some place to put that case of legitimate brew. And with most of the refrigerator manufacturers all settled on their sales and price policies and all the distributors het up in regional sales meetings, we're all set to see what the year 1933 will bring.

"Doc" Allison of the Bureau has been stomping around the country as usual, getting his tonsils in shape for the really arduous work of addressing some hundreds of local bureaus in the next four or five weeks. He has already hit Ohio—nine cities—parts of Pennsylvania and upper New York State. In April he goes to work on New England. The biggest meeting will be in Boston at the Metropolitan Electrical League.

Oklahoma Under Way

The Oklahoma Gas & Electric Co., at Oklahoma City, is sponsoring, in behalf of all the distributors and dealers in its territory, the biggest electric refrigeration campaign ever launched in that section of the country. It involves five months of intensive activity, from March 1 to July 31, and is characterized as the "Early Bird Electric Refrigeration Campaign."

Monthly cash prizes, totalling \$150 a month, are offered by O. G. & E. to the three high salesmen in each of three districts for the largest dollar volume sales. Oklahoma City comprises District No. 1; Muskogee, Enid, Ardmore and Shawnee, District No. 2, and all other O. G. & E. towns, District No. 3. In each district the first prize is \$25; second, \$15, and third, \$10.

At the conclusion of the campaign every salesman who has reached a sales quota of \$7,000 will be taken on a vaca-

tion to a well-known summer resort, the expenses of each individual to be paid by his distributor. In reaching the \$7,000 quota every dollar of domestic sales will count as a dollar in the quota, while every commercial sale dollar will count as 75 cents. The volume is to be figured on the advertised list prices f. o. b. point of sale.

All the leading distributors of the territory have approved the campaign and have agreed to bear the expenses of their dealers' salesmen at the "Early Bird" vacation party.

The campaign is off to a flying start and is receiving the enthusiastic co-operation of the members of the Oklahoma City Electric Refrigeration Bureau, of which J. F. Harbour, of the Harbour-Longmire Furniture Co., is chairman.

New Jersey Campaign

F. D. Pembleton, assistant general sales manager of Public Service Electric & Gas Co. of New Jersey, has arranged for electric refrigeration exhibits in eight cities in Public Service territory during April. The shows will be co-operative in character and in each city all the electric refrigerator distributors and dealers have been invited to participate.

In Hackensack and Bound Brook, the exhibits will be held in the lobbies of theatres. The show in Hackensack will be held in the Fox Theatre from April 3 to 8 and that in Bound Brook at the Brook Theatre from the 1st to the 14th. Each theatre will display screen trailers for a week previous and at every performance during the period of the exhibit, calling the attention of patrons to the display, and advertising will be carried in the theatre's programs and in the local newspapers.

Two-Month Drive for New Orleans

The Electric Refrigeration Bureau of the Electrical League of New Orleans, at a special meeting attended by 120 distributors, dealers, salesmen and utility men, adopted a Spring program which will keep Crescent City residents mindful of the advantages of electric refrigeration throughout the months of April and May.

The Spring campaign comprises four major parts as follows:

1. Bonus to Retail Salesmen: On the basis of 300 points as a minimum quota, New Orleans Public Service has offered to pay the following bonuses to all salesmen connected with the Bureau: For the 4th hundred points, \$1.00 per point; for the 5th hundred points, \$1.50 per point; for the 6th hundred points, \$2.00 per point, and for all points in excess of 600, \$3.00 per point. Competition to close May 31st.

2. Customer prize awards: The distributors will pay to the New Orleans Food Preservation Association the sum of \$1,500 for the purpose of awarding six refrigerators as contest prizes among customers who purchase refrigerators during the contest period. If the winner selected has purchased a refrigerator for less than \$250, he will be awarded only the refrigerator. If the purchase price exceeds \$250, he will be awarded a credit memorandum in the amount of \$250 to apply on the refrigerator purchased.

3. Meetings: The Home Service Department of New Orleans Public Service, Inc., will conduct a series of eleven "Cold Cookery" meetings. The entire series will be dedicated to the New Orleans Food Preservation Association.

4. Modern home display: The use of

a new house has been secured from one of the leading real estate firms, located on Napoleon Avenue, one of the city's most prominent residential streets. The house will be completely equipped with modern electrical appliances and there will be a special display of refrigeration equipment in the basement. This feature is sponsored by the Electrical League and will be in the immediate charge of the Home Service Department of New Orleans Public Service. It is predicted that a minimum of 25,000 people will visit the display during April and May.

MEN

LEOI J. WILLIAMS was elected a member of the board and executive vice-president and general manager of Grigsby-Grunow Company, Chicago manufacturers of radio sets and refrigerators. Mr. Williams succeeds Don M. Compton, resigned. John F. Ditzell, former vice-president in charge of refrigerator sales of the same company, has been made general sales manager for all products. Mr. Ditzell was also elected president of the two affiliates: Columbia Phonograph Co., and Public Broadcasters, Inc.

Stanley A. Dennis, former editor of *Electrical Record* and other Gage publications and vice-president of the Gage Publishing Company, has joined the field staff of the National Electrical Contractor's Association, according to an announcement by Laurence W. Davis, general manager.

Lloyd G. Hertzler has been appointed manager of the Contractor-Dealer Division and Retail Merchandising Bureau of the Electrical Association of Philadelphia. He succeeds Sherman W. Griselle who has joined Trilling & Montague, Philadelphia electrical distributors. Mr. Griselle was formerly branch manager of Eureka in Philadelphia.

Warde Schafer, former service manager of the Heavy Duty Department of Hotpoint, has been made Domestic Range service manager, succeeding D. C. Marble.

F. W. Crone has been placed in

charge of the publicity and editorial activities of the gas and electric companies affiliated with the Consolidated Gas Company of New York. He will be director of the editorial bureau of the companies and will be assisted by Howard F. Weeks, assistant advertising manager of Consolidated Gas.

Arthur Raphael, for many years sales manager of the Lionel Corporation, manufacturers of electric toy trains, has been made vice president in charge of sales. The Lionel Corporation recently absorbed the Ives Corporation.

The appointment of Miss Ruth Whitwell McManus as Supervisor of Range Home Economics for the Westinghouse Electric and Manufacturing Company, has recently been announced by Reese Mills, Manager of the Range Division.

A. Lincoln Bush, president, Belmont Electric Company, New York and Alexander Fisher, also of Belmont Electric, have formed the Commercial Radio-Sound Corporation, New York, as distributors for RCA-Victor Centralized Radio, Public Address, Antennaplex Systems and sound moving picture apparatus. Mr. Fisher is president of the new company and Mr. Bush, treasurer.

ELECTRIC OIL BURNER SALES

THOSE 103 oil burner manufacturers who each month report their sales to the Government's Bureau of the Census sold or shipped 1,133 household

electric oil burners during the month of January. Compared with these figures are the revised sales for December 1932 of 1,702 burners and the 2,626 burners sold in January of last year. The sales of a number of newer oil burner factories are not included in this total.

KELVINATOR GUARANTEES PRICES FOR 40 DAYS

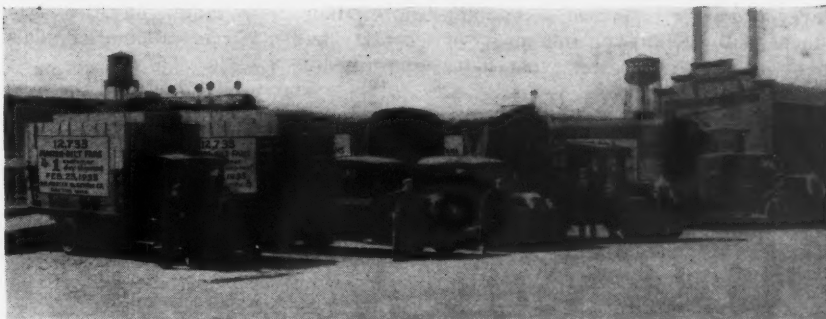
Leonard Also Announces \$97 Base

WHEN Kelvinator reduced prices on their entire 1933 line, starting with a standard model at \$97 installed, plus freight, the announcement was accompanied by a statement by George W. Mason, chairman of the board and president, that the prices would be guaranteed for 40 days against the possible effects of a possible upturn in commodity prices. It is Mr. Mason's belief that before the 40 days are up there will be a pronounced upturn in commodity prices, necessitating a revision upward—but the present price levels are guaranteed.

Leonard refrigerator prices have also come down—the company told the public in full-page spreads of the new base price of \$97 installed plus freight.

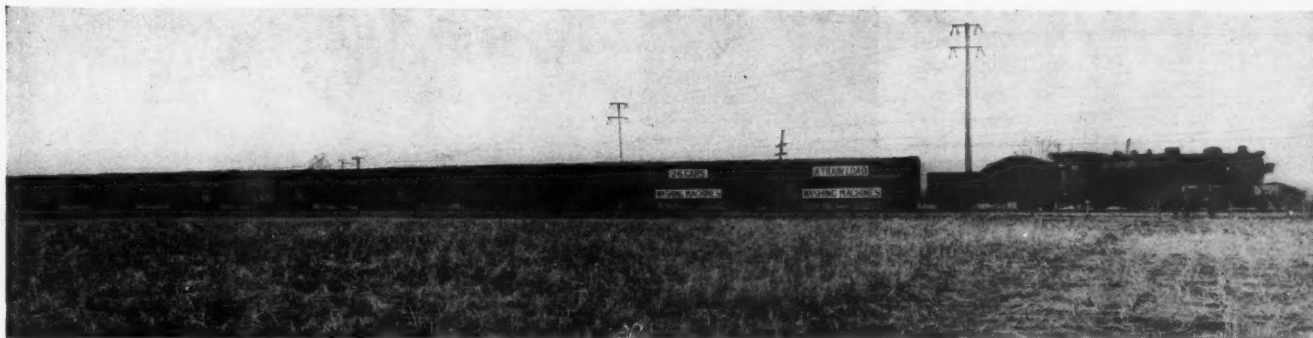
Commenting on Kelvinator's 40-day price guarantee, Mr. Mason said:

"If we have to pay more for materials, and we hope we will—for that will mean better times for everybody—we will have to advance our prices.



TRUCKLOADS (and below—)

A single day's shipment (Feb. 23d) of electric fans from the Master Electric Company, Dayton—12,733 fans for one concern. In one week Master shipped 24,799 fans. Here's to a hot summer!



WHOLE TRAINLOAD

The first order under a year's contract saw the Automatic Washer Company, Newton, Ia., ship an entire trainload (26 cars) of washers to a single distributor. P. S. The order, says W. Neal Gallagher, president, was closed on Friday, the 13th.

However, we have promised the public that there will be no such increase for the next 40 days no matter what happens to material costs.

"In any event, there will be no cheapening of our products in any way. There will be no compromise with quality. The lowest-cost refrigerator in our line is not a built-to-a-price model. It is a standard 1933 Kelvinator with

more than four cubic feet of food capacity and it carries all our standard guarantees."

Mr. Mason explained that the new low prices have been made possible not only because of the low prevailing costs in the raw materials market but also by virtue of the widely spread buying tendency that began with the passing of the banking crisis.

ELECTRICITY COMES TO THE RESCUE IN CALIFORNIA

*With Gas Shut Off Electric Ranges
Are Rushed Into Service*

The Long Beach Earthquake

Long Beach, Calif., seems to be destined to shake the established order of things. It will be remembered that here occurred an earthquake in merchandising procedure, when the Southern California Edison Co., Ltd., withdrew from merchandising to allow the local dealers to try their hand at it and to see what would happen to the range business.

Last month, literally all month, starting Mar. 11, the earth itself in the vicinity of Long Beach, Compton, and Los Angeles, did its own quaking in a series of jitters ranging from what the geological experts call a third class earthquake down to a mere whisper. All the cheap building construction of the boom days crumbled and all the substantially built structures wriggled with the earth and took it.

Southern California Edison reports that its service was off for only 9 minutes, that its Long Beach steam plant, one of the world's largest, kept right on as though nothing had happened. Excepting street lighting tops, and overhead lines damaged by falling debris, the damage to electrical facilities was not great.

But the real story is that the electrical appliance came to the rescue nobly as a relief worker. Edison not only rushed large numbers of its supply of construction camp tents and cooking facilities to the scene, but four truck loads of electric ranges were sent by the company to the Red Cross food centers, wired up and operated for the benefit of all. The Community and Seaside Hospitals at Long Beach, the Y.W.C.A. and other agencies, also were supplied. The Long Beach office of the company made available to the relief agencies of the Red Cross more than 200 electric heating pads and a large number of air heaters for hospitals.

Just what damage was done to electrical dealer stores has not yet been reported. At Compton, where the intensity of the shocks was most severe, there are two excellent electrical dealer establishments, the Nygaard Electric Co., whose washing machine business has been exceptional, in particular.

Starts Faster Unit Drive

Definitely placing an incentive behind the sale of faster cooking units for electric ranges, the Pacific Gas and Electric Co. established a bonus of \$1.50 for each Chromalox or Corex range unit sold by any of its sales forces throughout the system. In many divisions, where range, has been urged by sales management to contact all old customers and either to modernize their old ranges with a new fast unit or to sell a new range, has been urged by sales managers. R. E. Fisher, vice-president in charge of public relations and sales, announced last month that the new units would be given this boost.

First reaction to P. G. & E.'s allotment plan on appliances on the part of manufacturers has not been very favorable. That has been, chiefly, because only three ranges have been selected to be concentrated upon by the Pacific Gas and Electric Co. sales forces this year. The plan was outlined at length in our last issue.

Jaeger Goes Westward

A. H. Jaeger, field representative of the National Electric Cookery Coun-

cil, has toured the west coast, from the high range saturation zones of the Northwest down to the range conscious Southwest. Electric cookery, he must have found, is not new to the great open spaces, even if it is having a struggle to wire its way into city dwellings.

Los Angeles greeted Mr. Jaeger with its new Junior cookery council, composed of the salesmen, saleswomen, and home economists. He was given a luncheon, electric range prepared by a group of salesman cooks, and presented a skit in which each of the people in the electrical industry benefited by the sale of a range were paraded, some 32 in all. W. L. Frost, Pacific division director of the council, presided, and Mr. Jaeger gave the aims of the national activity in a short address to the 200 present.

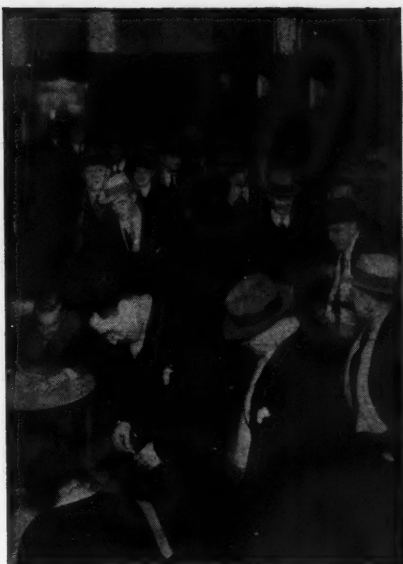
San Diego turned out an attendance of 70 retail and wholesale representatives for Mr. Jaeger's triumphal appearance. E. W. Meise, superintendent of merchandising, San Diego Consolidated Gas & Electric Co., presided. Mr. Meise, by the way, has just been elected president of the live San Diego Electric Club, whose "for the good of the community—electrically" slogan is being reemphasized this year under his leadership.

A. E. (Doc) Holloway, vice-president of the power company in charge of commercial activities, was perfectly frank, as usual. He admitted that the company sold gas and that in gas territory it has never actively supported electric range business. A 36 per cent saturation of electric ranges exists on company lines beyond the gas mains, though, he said, and if the dealers in San Diego wish to promote range sales actively he will not only not discourage them but will support any such activity. To the dealers of San Diego, this was most encouraging assurance.



EARTHQUAKE RELIEF

A battery of electric cookers and electric ranges were rushed to Compton, Cal., Salvation Army kitchen, to cook food for the homeless and hungry. All gas service had been shut off.



STUDENTS

When the Electric League of Niagara Frontier at Buffalo opened a Merchandising School, 150 signed up for the first lecture.

FRIGIDAIRE HAS BEER-COOLING EQUIPMENT

FRIGIDAIRE Corporation, has announced the marketing of complete equipment for cooling of draft beer coincident with the signing of the beer bill by President Roosevelt.

The new equipment is an addition to the company's standard line of carbonated beverage coolers. Designated by the factory as Models TT-12-CC with two coils for light and dark beer and TT-4C which has one beer coil, the equipment is of the double refrigerant, water and beverage cooler type and is so constructed, that the beer coil may be cleaned and sterilized by live steam or hot cleaning solutions.

Engineers who designed this particular feature regard it as an outstanding improvement over accommodations that were provided for "steaming out" beer coils in pre-prohibition days. Then, at least three hours were required to complete the operation and cool the beer coil down to a satisfactory temperature.

With the new Frigidaire coolers, according to the company's announcement, the steaming out operation becomes a ten minute operation. All that is necessary is to shut off the supply of brew at the keg and open the draft arm at the spigot. The steam hose then is connected to the steam cock at a tee located near the keg and live steam is forced through the system.

APEX BUYS

LAUNDRYETTE

To Be Continued As Separate Division

THE Apex Electrical Manufacturing Company of Cleveland, makers of vacuum cleaners, washing machines,

ironing machines and refrigerators, has acquired the business of the Laundryette Corporation of Cleveland. Announcement to this effect has just been made by Mr. C. G. Frantz, president of the Apex Company.

A complete service department for the servicing and furnishing of parts

for the more than 100,000 Laundryette washing machines now in use will be maintained. The Sales Department of this new division will be headed by Mr. E. H. Bryant, who for several years has been sales manager for the Laundryette Company. It will be run as a separate division of the company.

THE BLUE PENCIL

IT'S no news that airplanes crash sometimes . . . with airmail . . . last month Altorfer Bros. sent their ad to EM announcing that the ABC Spinner resale price would be \$120 . . . the ad proof incorrectly read \$129, would have been corrected . . . but the plane crashed at Toledo with the proofs part of which reached this office badly burned . . . anyway, the price is \$120, not \$129.

Cincinnati Electric Club and the Cincy Times-Star are putting on an Electrical Progress Exposition to be held at Cincinnati Music Hall, May 8-13 . . . H. C. Blackwell heads the show . . . Biggest order of the year: Rex Cole sold 2,000 GE water coolers to Radio City in New York . . . sounds like the old days . . . 85 per cent of all available space at the 10th National Oil Burner Show to be held June 12-16 has been reserved . . . 59 manufacturers are exhibiting so far . . . Georgia Power started its Spring range [Universal] campaign March 20 . . . 400 units to go . . . there is no salesman like a satisfied customer says Westinghouse, starting new "Owner's Club" whereby present owners present dealer's with names of five prospects, get a Westinghouse appliance as a gift . . . early in March 65 offices of Penn P & L started an electric range campaign . . . "Our 1933 newspaper advertising program will be twice that of 1932" says Joe Donovan, mgr GE Air Conditioning dept . . . "On to Chicago!" said the Hotpoint range sales organization, starting a contest for their salesmen to attend Century of Progress Exposition in Chi . . . Timken Silent Automatic are following suit . . . 100 members of their branch factory organizations are going to make the trip . . . if they sell enough oil burners.

The movies are certainly getting into the appliance business in a big way . . . GE certainly started something . . . the latest: talking pictures, to be released by the Women's Screen Guild, Inc., New York,

through a hundred theatres of Loew M-G-M chain. Admission will be by complimentary tickets distributed by women's clubs . . . morning showings only . . . cost to manufacturers of appliances, furnishings, etc., will be on a basis of the number of women seeing each picture . . . the first will feature Mrs. Emily Post, will be concerned with the modern kitchen and its equipment, electrical and otherwise.

Madison Square Garden, New York, will have a monster Electrical and Radio Exposition, September 22-30, under the sponsorship of the Electrical Association of New York . . . electric kitchens, air conditioning will be featured.

Brown Supply, St. Louis, had 150 dealers in at a meeting March 6 to see the new line of Grunow refrigerators . . . they're all set to do a job . . . E. B. Latham in New York got even a bigger crowd to see the new Leonards, tagged the same week with the new low price of \$97 . . . Horace P. Liversidge and Bruce Barton were the principal speakers at the March 15 luncheon of New York's Electrical Association.

Red Spot Electric Company, Tacoma, Washington, made electric water heaters and were liquidated in January, 1931 . . . they are open for business again, says J. J. Ryan, gen. mgr. GE air conditioning in Chi will be handled by Air Conditioning Corp., 221 No. La Salle St., . . . C. J. Bassler is president. Winchester Repeating Arms have a new display piece for their flashlights featuring the Winchester "Headlight" . . . Landers, Frary & Clark have a hot offer to stimulate cleaner sales in April . . . a \$39.50 Universal cleaner and a \$13.50 hand vacuum selling together retail for \$39.50 . . . cost to the dealer: \$25.67 for both pieces. Westinghouse have abandoned the four-year guarantee on refrigerators and have gone back to the one-year bond. —L. W.

At right and below show, respectively, the way in which crowds flocked to the showrooms of GE distributors in Boston and Washington, D. C.



APPLIANCES



in the



WALTER J. DAILY
Manager, sales promotion division, General Electric Specialty Appliance Department

A TIME-SCARRED veteran of the science of ballyhoo once remarked that a bathing beauty in a show-window would stop traffic any time. Last month the General Electric Company proved once more the truth of this shrewd observation with one of the most expertly devised and cannily executed pieces of promotion ever staged by a manufacturer in the electrical industry. In conjunction with Warner Brothers, one of the Big Four Hollywood movie producers, they devised a special train, installed a complete electric kitchen, filled it with an assortment of highly-paid and widely-publicized movie stars (plus Hollywood's twelve most beautiful chorus girls) and started it on a transcontinental tour that was destined to draw crowds reminiscent of pre-election campaigning days.

The natural skeptic would be inclined to scoff at the efforts of the rah-rah artists in the business of selling necessary goods and services. Movie stars and chorus girls will always bring out the gaping thousands, they say, but do they sell any goods? What has the idle curiosity of a movie-struck public to do with selling electric refrigerators, ranges, dishwashers and other appliances? We asked ourselves the same question,

frankly, and the writer boarded the train at Boston and rode on it to New York to see if there was some adequate and satisfactory answer. There is.

At Boston, the usual parade wound through the streets to the showrooms of the W. L. Thompson Company. And a drizzling, cold rain couldn't keep the thousands away. Surrounded by washing machines, ironers, electric ranges and refrigerators, the public clamored for autographs, stayed to marvel at the beauty of the complete electric kitchen ensemble. On the afternoon of the same day, the sales convention moved into

Movie stars on the General Electric Special Train got a lot of applause but 7,000,000 PEOPLE SAW what a complete electric kitchen looked like



(Left) As the GE special train lay in the station, the electrical kitchen was open for inspection by the public. Picture shows it in New York.

(Below) Crowds going through the complete electrical kitchen on the GE special train, inspected the range, refrigerator and dishwasher.

Spotlight

By Laurence Wray

the historic old Hollis Theatre and on the same boards that had seen David Warfield give his first performance; where the groundwork of Julia Marlowe's great reputation was laid, refrigerators, ranges, dishwashers and compressors took their bow. Backstage, behind the immense curtain, Tom Mix's spurs clanked, Leo Carillo and Harry Seymour, the master of ceremonies, exchanged broad jokes and the diminutive Bette Davis, Boston-born, powdered her nose before going on with her song and dance. They were all there to help and help they did. Be it said for the Hollywood contingent—they were a bunch of good troupers, ready at a moment's call to go on and do their part of the work. Leo Carillo, it was, a former salesman himself, who wound up the proceedings at the sales conventions by delivering a speech so packed with good humor, common sense and that spell-binding form of enthusiasm dear to the hearts of salesmanagers, that the convention almost stampeded with cheers at its conclusion.

At the conventions, too, the General Electric Company got over to their dealers, salesmen and distributors the point that while the complete electric kitchen was the focal point around which public interest could be most dramatically aroused, and public apathy most effectually combatted, there was still the prime necessity of making sales on individual appliances today. As Walter Daily, GE's hard-working generalissimo in charge of sales and advertising promotion, put it to the writer:

"We do not expect that as a result of the Warner



Bette Davis, one of the movie stars on the GE Special, tries her hand at a little housekeeping.

Bros.—General Electric Special Train that any number of complete kitchens will be sold immediately. Any such assumption would be fatuous. We've merely had the opportunity to let several million people see what the ideal kitchen should look like. We've brought them into our distributor's showrooms and into department stores where complete GE kitchens have been installed. We've doubled the number of dealers attending the distributor's meetings and we've given them some conception of how to go about the job of selling. That is the important thing. If the dealers thought they had to sell a complete kitchen they would be discouraged by the size of the job. But when you get across the idea of starting the housewife off with a refrigerator—making her see the comfort and convenience and economy that electricity can bring—then you are in a position to tackle her on the range. When that has been taken care of there is the dishwasher, clock, kitchen mixer, waffle-iron, coffee-maker and other items. But once she has the three major pieces of equipment, the kitchen expert can go into the home and smack together the whole business with kitchen cabinets, filing cases, cupboards, sink and all the trimmings."

Conventions Stress Point

IN a show at the conventions this step-by-step plan of acquiring and selling a complete electrical kitchen was admirably demonstrated by a playlet in which the salesman who had already been responsible for the family buying a refrigerator comes around at a later date to add the next piece of equipment. The old method of showing a grimy kitchen of the early 1900's with broom and washboard, unsightly gas range and sink piled with greasy dishes is done away with. Naturally the housewife buying a refrigerator merely puts one beautiful, shiny piece of equipment into the same dismal surroundings. But by making her see by drawn plans what her kitchen will be transformed into when the job is all complete, she is made to want the additional equipment—both from the standpoint of beauty as well as utility.

When the Boston convention was over and dinner and a breathing spell were in order, it was time to check up. "Most successful and valuable meeting we ever had," said Bill Thompson, Boston distributor. "Never had so many people visit the showrooms . . . never got such a list of hot prospects . . . never had so many dealers turn out for a sales meeting . . . Boy! We ought to go somewhere in '33."

On the Train

AND so we rushed for the train, had to tear through an enormous crowd gathered at South Station and climbed aboard the observation platform just as the most unusual train in railroad history was pulling out. Next to the observation platform, on the last car, a replica of Malibu Beach, Hollywood folk's favorite watering place, had been constructed. Colorful paintings of ocean, real palm trees, and big S-1 and S-2 sunlamps to bask under. The stars basked plenty. Tom Mix, Leo Carillo and Lyle Talbot had to be pried away from their artificial sunshine by main force when the train drew into a station to meet more crowds. Impressions:

Providence, R. I., at 1:30 in the morning—special detachment of police to hold back the mob—the mob fooled 'em, got a gate of the station open and swarmed

over the train like monkeys. Special radio transmitting equipment on the train—loud speakers blaring forth the songs of the hit show "42nd Street" and "I'm Young and Healthy"—chorus girls and stars turning out autographs like automatons—in autograph books full of "Roses are red and violets blue; you love me and I love you"; on the backs of envelopes held up by imploring and grubby hands; high school girls looking wistful while trying desperately to catch the eye of somebody and be noticed; young men with their girl friends looking indulgent and a little lofty at the g.f.'s admiration; small boys clinging to the rafters to get a look at Tom Mix, their hero; King, Tom Mix's horse, dozing quietly in a special car of his own; the baggage car, crammed with generating equipment, its doors opened wide to permit two enormous Hollywood floodlights to sweep the skies; black chefs, their teeth in wide grins, toasting sandwiches on the toaster, making waffles in the waffle, scrambling eggs on the range . . . the train pulls out and everybody collapses momentarily under the sunlamps. An hour and a half to New London—everybody must be asleep and in bed by now. Not they, it might be the middle of the night but the station is jammed. Most of the actors and actresses had turned in—but they obligingly turned out—topcoats over pyjamas and signed more autographs. In the morning, a brief visit to the dining car, then New Haven and more crowds . . . Bridgeport and more crowds . . . New Rochelle and New York reporters . . . Grand Central Station and Rex Cole with a band . . . Tom Mix riding his black horse through the middle of Grand Central Station and out into 42nd Street. Then the parade. It looked like a Communist riot in the Grand Central district—but a good natured one. The trip was over.

It was partly a Warner Brothers' train, of course, but Walt Daily, a wizard of modern publicity, stole the show most of the way. The movie stars did more work for General Electric than they did for Warner Bros. But for one of the biggest advertising hook-ups in recent years it was a big success. And mostly because of the untiring work and patience and resourcefulness of Walter Daily.

Teaching the Kitchen Idea

OBVIOUSLY, an electrical kitchen is not a simple thing to sell. Granted even that desire and interest on the part of the housewife has been aroused, it is still, in its entirety, an expensive proposition and one especially difficult to promote in these budget-paring times. But setting aside for a moment the subject of cost, there is still a job of enormous proportions to be done in educating the housewife first to have some conception of what a modern kitchen should be like and, second, to arouse her interest and desire to the point of wanting to install one in her own home. It is this primary job—stirring the housewife out of a century of ugly, inefficient and wasteful ways of running the mechanics of the house that is being done. Before she can want to buy modern, mechanical devices she must be made conscious of the fact that a kitchen does not necessarily have to be a dirty workshop; that a greasy sink, smoke-blackened walls, smelly gas range, stinking wash-tubs and a fly-specked calendar from the local coal and feed merchant, went out with coal-oil lamps and mustache cups.

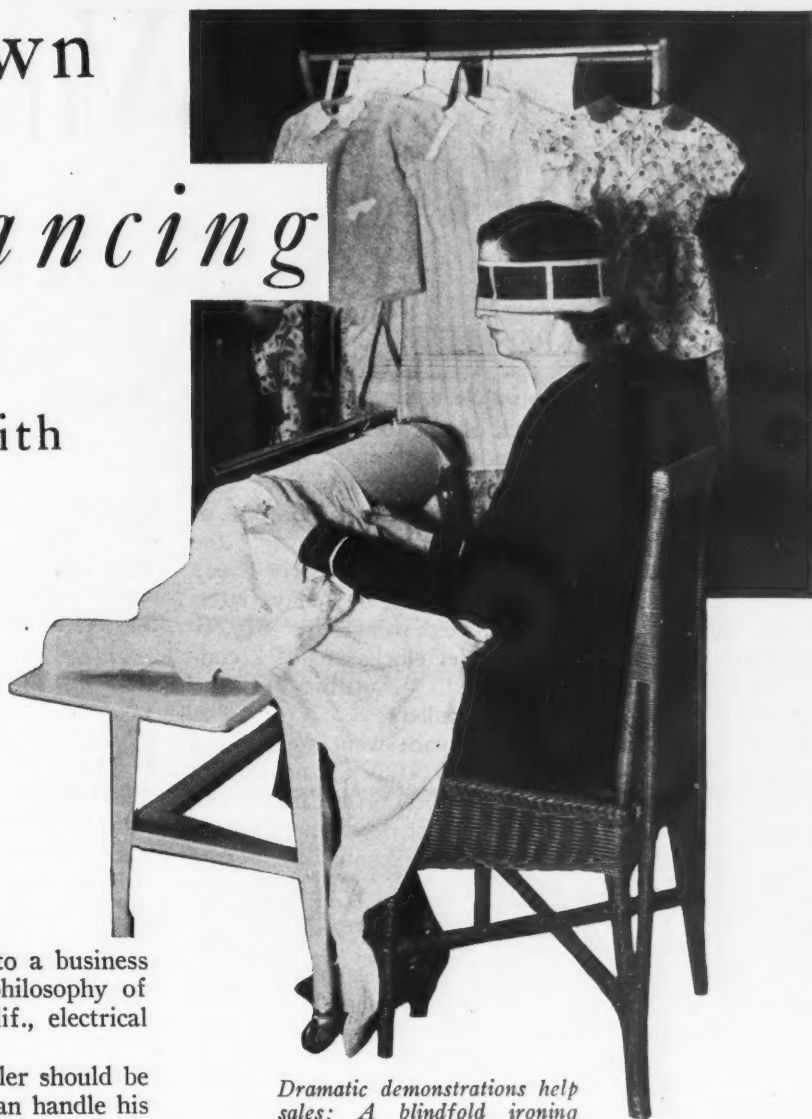
Interest in the modern electrical kitchen has been

(Please turn to page 45)

Do Your Own *Financing*

.....says Gurr-Smith

*It saves discounting profit
and keeps contact with cus-
tomer for this California
dealer*



*Dramatic demonstrations help
sales; A blindfold ironing
exhibit.*

CREDIT is a service just as essential to a business as mechanical service. That is the philosophy of the Gurr-Smith Co., San Bernardino, Calif., electrical and radio specialty organization.

There are two major reasons why a dealer should be well enough financed himself so that he can handle his own term paper for his customers. The first is that reason just cited, namely that credit is a service function of business. Harry Smith, in charge of the financial end of the business, says there is no more reason for a sales company to turn over its time paper to someone else than there is for it turning over its sales service and mechanical service to an outside organization. In either instance contact with the customer is lost, contact with the service is remote and often unsatisfactory, and the business has shirked its two very important functions.

The second reason is given by C. L. Gurr, in charge of the sales, promotion and advertising. In these days, with the scale of discounts as narrow as they are on most electrical appliances, the dealer should handle his own paper so that he can himself earn the profit from the financing as well as from the sale.

"You have to be responsible anyway," says Mr. Gurr, "Why not get the profit from it. Often the only money to be made in the sale of an appliance is in the financing."

To keep thoroughly abreast of the business and adjust it each month to conditions as they arise, a monthly profit and loss statement is prepared, and the stock revaluated each month. Losses are taken when required by price drops, and a clear cut picture of operations is preserved. This does not take much time, according to Mr. Gurr, and it helps to control expenses.

When repossession is necessary the appliances are taken into the shop and thoroughly reconditioned and a ready sale for them has been found. The important

thing, according to Mr. Gurr, is to keep the customers coming to the store for all of their services. Thus the customer is followed up for a sale of another appliance when the term payments on the last are expiring.

The company handles Majestic and General Electric refrigerators, Hotpoint and L. & H. ranges, and the A.B.C. washer and ironers. With ironers too, it has done well. At the annual vent of importance in San Bernardino, the Orange Festival, the firm never fails to have an attractive display. Also it gives some continuous demonstration of appliances. Last fall at the Orange show it had a woman demonstrating the electric ironer while blindfolded, an idea that proved so novel to the visitors attending the festival that many prospects were obtained and sales made. Mr. Gurr, as promotion man, tries to have some novel idea each time. He also handles the company advertising, which is extensive. The company began as a radio sales organization but has expanded to sell the other appliances named. During the radio heyday, full page ads on radios were common with them. Now they make their copy carry the full line, featuring perhaps one seasonal appliance.

By sound credit handling, alertness in financial details, steady promotional effort and persistent and continuous salesmanship, the company has remained reasonably prosperous even though its community, a railroad center, has suffered heavily.

WHAT THEY

CHICAGO

DEPARTMENT STORES

TO CHI, as in many another center, the first whiff of Spring brought a flock of ads to the fore maybe even Mr. Roosevelt had something to do with it. Marshall Field half-paged appliances: Meadows flat-plate ironer at \$59.50, "Hermetic" refrigerators at \$79.50, heating appliances at decent prices the Fair Store likewise: combination washer-ironer (Thor) at \$64.50; sandwich toasters at \$1.89; few days later, Conlon washers at \$49.50, Apex ironers at \$79.50, carbon-arc sun-lamps at \$3.95, elec clocks at \$1.94, console sewing machines at \$32.75 on the 14th, the Fair was still plugging Conlon washers.

Most of the Davis Company space went for sewing machines: White Rotary at \$57.50 and sewing machines, by the by, get about the best ad breaks of any appliance that goes for most department stores

Davis also offered "nationally known" ice-boxes for \$89.50 to \$189.50—500 of 'em. The Boston Store stuck to washers (One-Minute) at \$35 and ironers (Universal) at \$49.50. Biggest display of the month in Chi: Wieboldt's whole page to Apex-Rotarex washers at \$39.85 "\$173" Frigidaires at \$99.50

"Magnetic" cleaners (Birtman) at \$29.50 less \$5 trade Horton washer-ironer combination at \$64 Meadows flat-plate at \$59.50 VPD hand cleaner at \$13.50 and sewing machines at \$39.50.

UTILITY

AFTER another splash at the "What one cent will do" type of promotional copy, Commonwealth Edison went into full pages on clocks, rotogravure, no less all hall clocks, Revere chimes and cabinets, Telechron-motored reduced more than one-half, so they say—\$75 to \$295 they took another crack on the same theme later in the month. Other copy: Universal irons at \$4.95, toasters and heat pads at \$2.95, perks and wafflers at \$4.95, sandwich toasters at \$6.95.

DISTRIBUTORS

A SMART GUY this Richard Cooper, Jr., Feb. 24, with the GE special train (see page 24) just three days off, he took a third of a page in Chi papers—all white space—with a simple note "This space reserved for R. Cooper, Jr. On the 27th, he smashed out the announcement "Arriving Tomorrow!" later "See Movie Stars in person at R. Cooper, Jr., show-rooms!" No wonder the Chi police had a job holding back the crowd. Later GE refrigerator copy was addressed to apt-house landlords—"When the GE sign goes up, the rent sign comes down."

Sampson Electric, Norge distributors, splashed a pic-

ture of the new model, listed their dealers. Thor shops plugged washers at \$37.50 and \$49.50. King Kold offered refrigerators, "direct from the factory," at \$55

Singer Sewing Machine featured cleaners in all their stores, the hand model selling for \$15.50.

CHAINS

SEARS have six stores in and around Chicago. Items: Coldspot refrigerators at \$69.50 (4-ft. box); hot plates 89 cents, washers \$39.50 (same model dropped later to \$36.95); sewing machines at \$23.85; sandwich toasters at 98 cents; 5-ft. refrigerators at \$125.

FURNITURE AND OTHERS

FISH plugged Faultless washers with "outfit" for \$36.95, Hoover rebuilds at \$21.95, the 1933 Faultless at \$44.50 General had One Minute washers with outfit at \$36.95 (see above) Wurlitzer had a washer-dryer for \$39.50 and hit a new low for the year on refrigerators \$39.50 Walgreen's Drug had heaters for 98 cents, irons for \$1.98 nothing new here Goldblatt's, too, were selling Thor washers at \$49.40 Mandel's Subway Stores featured "Vidrio" hair dryers for \$1.95.

NEW YORK

DEPARTMENT STORES

STEADIEST appliance-plugger in N. Y. is Bloomingdale's with Macy's a close second. Favorite paper for appliance ads is the Daily News, New York's tabloid with "the biggest circulation in America." In the News for March, Bloomingdale's offered Thor washer-ironer combination, "made to sell for \$166" at \$83—\$10 down, \$5 per ABC washers at \$59.75 New Home sewing machines at \$35 Apex refrigerators at \$79.50 GE S-2 sunlamps at "half price"—\$13.75 on the 22nd they had Florence "Electricooks," \$3.49 single burner, \$11.25 double.

Gimbel's, whose ads are now supervised by Kenneth Collins, former Macy genius, stuck to sewing machines pretty closely White Rotary at \$57.50, New Willard at \$32 on the 3d they offered sandwich toasters at .79, upped it to \$1 on the 14th they also had a private brand cleaner at \$13.95. Macy space went to perks at \$3.49, toasters at \$1.59, irons at \$1.39 Wanamaker was another iron advertiser: Westinghouse automatic at \$3.85.

MANUFACTURERS

NEW in the major appliance business was the "B.O." style of copy with strips run by Timken Silent Automatic. "Spring Heating Worries Vanish"

ADVERTISED

in March

What appliances are the department stores advertising, selling? The dealers? The power companies? Here is the complete news of the electrical month in the stores of a dozen key cities.

read the copy which began spring offensive on oil burner sales . . . Likewise the Sunday Times magazine section had a full page from GE on the new automatic oil furnace . . . distributors were listed . . . Leonard and Kelvinator broke with their announcement of the \$97 low . . . E. B. Latham & Co., distributors, signed the copy, listed dealers.

OTHERS

NEW York Edison System ran promotional copy on mixers slugged—"Sold by Electric Dealers and by Many Department Stores" . . . also lighting . . . Ludwig Baumann, biggest furniture store appliance-pushers, had a 75th anniversary sale (so did Macy's) offered refrigerators at \$75, Prima Spin-Dry washers at \$75, Royal cleaners at \$18.75, Westinghouse mixers, \$15.95 and a line of heating appliances . . . Hub Vacuum Stores had 3-day sales on rebuilt Eureka's at \$10.98, rebuilt Hoovers at \$11.85 . . . Finlay Straus, opticians, continued their offer of a portable mixer at \$9.95, 25 cents down, 25 cents a week . . . they have eight stores.

ST. LOUIS

DEPARTMENT STORES

IN MARCH, this town held its lead as the most active appliance ad market in the country. Famous-Barr took big space on Westinghouse refrigerators, double-door, 9-ft. model at \$224.50 . . . pay on the two-bits-a-day plan or what you wish . . . Miller kitchclocks went for \$1.98 . . . ABC washers at \$49.50 . . . Bloomingdale's, NY (see above) sold the same washer for \$59.75 . . . who made the most profit?

Stix, Baer & Fuller dedicated their new GE shop-kitchen by having movie stars from GE's special train

do some broadcasting. It packed the customers in—or out, we should say—the store wasn't big enough to hold the crowds. Later they featured Copeland boxes at \$189.50 (big size), urn sets at \$7.98, washers (Snowwhite) at \$49.95. Scruggs Vandervoort Barney offered Kelvinators on the Meterator plan, Apex washers at \$69.50 plus two tubs, Dormeyer mixers at \$9.95 . . . also late in February they disposed of demonstrator washers, ironers, refrigerators and cleaners at bargain prices.

UTILITY

FROM American Beauty irons, late in February, Union Electric Light & Power Co. went to electric clocks (Telechron) and a clearance sale of heating appliances: irons, wafflers, toasters, perks, mixers, cookers, hotplates, etcetary.

DEALERS

FOR consistency and intelligence in dealer advertising we have to hand the palm to Arthur Brandt of St. Louis. Hardly a day goes by but what Brandt's washers or radios pop out at you from the *classified* pages of the papers . . . late in February he had a one-day sale on Universal washers, \$79 model going for \$28.75 . . . "Open every evening until 9 o'clock" . . . March 3 it was Maytag at \$46 . . . other succeeding days it was Majestic, Thor, Easy, Whirlpool, Faultless, ABC, Haag, Apex . . . he has 'em all . . . but day in and day out he lets the public know. Morton Electric offered ABC washers at \$39.50. Wurlitzer, the music house, is another consistent advertiser: Prima washers at \$79.50, Ice-O-Matic refrigerators beginning at \$59.50, other makes at \$43 . . . Another music house, Aeolian Company, advertised refrigerators at \$149.50 and \$169.50.

Most startling ad of the month was that of Arthur

R. Lindburg, an automotive house . . . they had autos selling as low as \$29.50, seconds, of course, but they had brand-new refrigerators, unnamed, at \$49.50 and the following makes at from \$49.50 to \$109.50: GE, Copeland, Mayflower, Majestic, Buckeye, Apex, Kelvinator and Frigidaire. Westinghouse "370 model" was offered for \$224.50.

Star-Square Stores advertised Hotpoint 3-lb. automatic irons at \$4.98, Telechron Kitchclocks at \$3.95, Hammond alarms for \$2.98 . . . Hyatt's offered toasters at .98, electric alarms for .89 . . . Walgreen's had curling iron sets for .98, irons for .98 . . . the drug store boys like to get them under one buck.

FURNITURE

MOST active appliance advertiser is Union-May-Stern, whose space is devoted chiefly to washers . . . late in February they cleared out demonstrators (Faultless, One Minute, Regal, Haag, Easy, Prima) at prices ranging from \$29.50 to \$49.50 . . . March they went to combination offer of washer and cleaner for \$49.95 (Faultless and Torrington) . . . on the 15th and 17th they began to unload a carload of Faultless washers at \$29.95—first come, first served. Franklin Furniture offered Modern Maid washers at \$34.95, Mayflower refrigerators at \$109.50. Hellrung and Grimm advertised a One Minute washer at \$32.95 and 11 refrigerators of various makes from \$68 to \$104.75. Igoe stuck to Apex.

KANSAS CITY

DEPARTMENT STORES

MOST of the Jones Store space went to sewing machines . . . White's branch office closed up and Jones got the agency . . . they had 'em in three groups: first, consoles at \$59.95; second, Martha Washingtons at \$47.85; the rest at \$37.85 . . . they did some business on trades, too. Emery, Bird, Thayer had a moth-slayer, "Sure-Way" at one buck.

UTILITY

KANSAS CITY Power & Light had a disposal sale of Frigidaires in the middle of the month . . . "Save as much as \$74.50" was the only clue to price . . . terms \$10 down, 24 months to go . . . also: Universal toasters and heat pads for \$2.95, Telechron desk clocks for \$3.95, GE alarms for \$4.95, waffle irons at \$4.95.

DEALERS

FRIGIDAIRE distributors repeated power company's offer on Frigidaire and ran the name of their dealers . . . consolidation of Omaha and Des Moines warehouses was the reason for boxes going at \$99.50. Davidson's big furniture house did the big ad job: four days on Frigidaire at the \$99.50 price . . . they also featured Maytag and One Minute washers and H-B cleaners . . . Bunting's also splashed on One Minute at \$33.95 one day and \$39.95 a week later. Mace-Ryer, instead of upping the washer prices, offered Faultless at \$39.95 one day, dropped it to

\$33 later. Jenkins Music Co. played up Ice-O-Matic boxes at \$116.50 for four days . . . Wurlitzer had a washer-rinser at \$39, a refrigerator at \$59.50 . . . Sears had a Kenmore for \$39.95. Liberal K.C. advertiser is the famous cut-price drug house of Katz . . . some electrical items: Waffler, .98; sandwich toaster, .98; toaster, .89; clock, .69; M-B heat pad, \$2.79; electric corn popper, .59.

PHILADELPHIA

DEPARTMENT STORES

WANAMAKER went electric clock-conscious in a big way in March as did Commonwealth Edison in Chicago . . . on the 7th they had a big sale on Hamilton-Sangamo mantel and tambours at \$4.25 to \$7.50 . . . on the 14th, it was hall clocks (Seth Thomas, Herschede), \$55 to \$175 . . . on the 20th, it was tambours again at \$6.50. Strawbridge & Clothier opened their new GE electric kitchen-shop with Hollywood stars from GE's special train . . . offered Prima Spin-Dry washers at \$79.50, toasters at \$1.95 . . . Gimbel's offered 40 Leonard refrigerators at \$134, dropping the price from \$203.50.

UTILITY

PHILADELPHIA Electric, always a prolific (and clever!) advertiser, took large space early in March to tell their customers that they would no longer exchange lamp bulbs and that there would be a fourth step in the residential rate—2½ cents a kw.-hr. The new rate is expected to stimulate electric range sales . . . other space was devoted to ranges and refrigerators (promotional), water heaters and ironers (ABC).

ATLANTA

OUTSTANDING offer of Atlanta's advertising month was Frigidaire distributor's (Advanced Refrigeration, Inc.) offer of free Magic Maid kitchen mixer to every refrigerator purchaser during March . . . the same offer is being made by other distributors in the country . . . Georgia Power, beginning on March 20 a drive to sell 400 ranges and 100 water heaters, advertised the Universal "table top" range, 10 per cent down, 24 months to pay.

NEW ORLEANS

THE *Times-Picayune* Home-Maker's School gave all New Orleans appliance merchants a chance to tell the public where to buy. Frigidaire, handled by Maison Blanche, Electric Service, General Radio and N. O. Public Service, offered free mixer . . . General Appliances, Inc., GE distributors, took big space . . . Holmes, Westinghouse distributor, quarter-paged every other day . . . Feibleman's, affiliated with Sears Roebuck, was not behind the procession, offered ironers at \$69.50, cleaners at \$24.50 and washers at \$69.50 . . . Philip Werlein, Ltd., stuck to the price theme, advertising refrigerators, unnamed, at \$69.50.

(Please turn to page 52)

TIP BONUS SYSTEM

produces \$10,000 a Month

*P. S. of Colorado
Finds a New Way
to Bring in Sales*

CAMPAIGNS, contests and other extra-curricular activities enable sales organizations to blast business from a sales-resistant public for short periods. Then, inevitably, comes a lull during which business and morale do a nose dive—until power is applied by another intensive drive of some sort.

The principal difficulty with such efforts is that they are temporary; spasmodic; also, they leave the participants a bit breathless and exhausted. Reflecting on these phases, G. B. Buck, general commercial manager for Public Service Company of Colorado, conceived the idea to set up a sales campaign on all-year-around basis — without strewn its course with nervous and physical wrecks.

It was early in 1931 when Mr. Buck delegated to Melvin A. (Doc) Rowley, a junior engineer, the task of working out a program that would induce Public Service Company employees to take part in a permanent crusade for new business.

Now, Rowley is a hound for detail. With patience, brains and a slide rule he developed a perennial merchandising plan that operates on an even keel at all seasons. It involves no high pressure methods—merely rewards the bookkeeper, stenographer, lineman, meter-reader and filing clerk for routing new business through Company channels. Furthermore, it fosters within the organization a brisk, perpetual but good-natured contest. The various divisions vie with one another to collect the largest total of bonus checks. Equal proportions of department pride and desire for extra spending money inspire this rivalry.

His duties as chief of a brand-new Company department won "Doc" Rowley the unique title of "Tip-Bonus Supervisor." He wears the distinction with a grin, because it doesn't rate a seat on the executive board; but the transaction of \$120,000 in new business during 1932 is something that cannot be grinned, smiled or laughed off. The Tip-Bonus department cleared this volume of sales as a result of "tips" turned in by employees who are not



MELVIN H. ROWLEY

— makes money for bookkeepers, stenographers and linemen.

salesmen; and practically all of it is business that could not have been reached by the regular commercial department procedure.

This average of \$10,000 a month—and it is fairly constant—is, essentially, "velvet" since cost of obtaining it is negligible and it represents turnover which, without Tip-Bonus stimulus, would have been static.

Business

The system works this way: A bonus is paid to every employee whose "tip" paves the way to a sale of some electric or gas appliance. Name, address and appliance in which the prospect is interested are submitted to Rowley on an "Employee Tip Card"; also additional information of a personal nature that will aid in closing the deal is listed on the back. This card is sent to the proper New Business division where a trained salesman does the rest. If the successful transaction involves a Kelvinator—which the company handles exclusively — "Doc" Rowley hands the employee who originally contacted the customer a yellow teller's slip for \$3, cashable at the cashier's window when OKayed by the chief clerk.

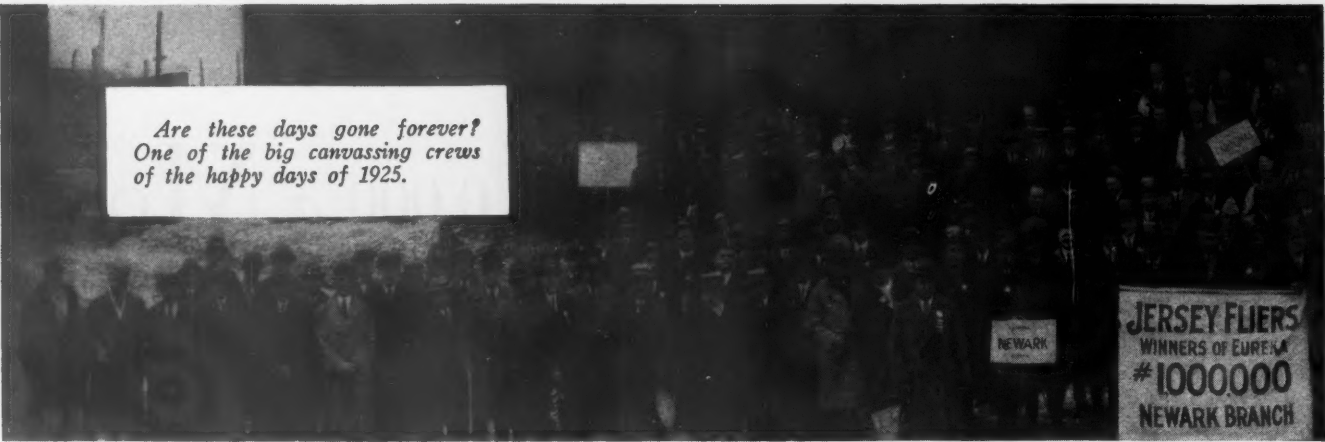
Bonus money, incidentally, is placed in circulation midway between paydays, providing a veritable oasis for energetic employees whose incomes stretch reluctantly from the 5th to the 20th of each month.

A permanent record is made on all tips, and time stamped in case a card should be lost or prior rights to a bonus are at issue. When a sales representative has called on the prospect, he reports to the Tip-Bonus office and the master card is filled in, "sold," "pending," "dead," as the case may be.

An analysis of Rowley's sales sheet reveals that about one in every seven tips resulted in a sale during 1932—the first complete year of Tip-Bonus operation. More than 700 out of 1,000 Denver employees participated; and their efforts were responsible for 1,044 sales that won bonuses running from twenty-five cents on a desk fan to five dollars on an electric water heater. Approximately \$1,900 in commissions was distributed from Jan. 1, 1932 to Jan. 1, 1933, representing practically the entire cost of the department. Even by allocating a fair portion of the supervisor's salary to administration charges (and more than half of Doc's time is devoted to power sales) cost of this new and otherwise unattainable business hardly exceeds two per cent.

Employees' tips led directly to sales of 111 electric refrigerators last year. These were in addition to the hundreds of smaller electric appliances such as

(Please turn to page 40)



*Are these days gone forever?
One of the big canvassing crews
of the happy days of 1925.*

The Cleaner Business

FRED WARDELL, president of the Eureka Vacuum Cleaner Company, was speaking. "1932 was the best year in the history of this company."

It was early in March, 1933. Michigan banks had been on a holiday for two weeks. Other states were following suit. Already it was apparent that the government would have to step in with action to relieve a national financial emergency.

Being familiar with Eureka history, I was surprised. I knew that this business, which boasted personnel of two men in 1910, had become a sales organization of 5,000 in 1925. Its sales volume had climbed steadily in those early years from 2,000 cleaners to 10, 20 and 30,000 per year—had hurdled the 1920 depression—then passed the 100,000 mark—and by 1925 was selling more than 300,000 units annually.

In those years of big volume, Eureka probably spent more for a single sales convention than it spent to advertise its products last year. Earnings for 1932 could not be compared with those for many other years. Volume was only a fraction of peak year volume. At the same time, I knew Fred Wardell as a practical, hard-headed business man of long experience not given to talking in figures of speech.

"There are three reasons why last year was our best year," he said. "The most important is that the company in 1932 demonstrated its ability to earn a net profit on a relatively small volume of business, and that while doing it, we were able to sell cleaners to dealers at prices that gave them a satisfactory profit on every transaction."

"The fact that both they and we did make a selling profit is more significant than the amount of money made. It is better to build 10 cleaners and get a \$10 profit than to build a million cleaners and lose a million dollars."

By H. B. Selleck

*"We Have Completed
says Fred Wardell, president of
Is On a Sounder Basis for
Operations Than Ever Before".*

"We ended that 12-month period with a net profit. We ended it in an extremely liquid position, with a substantial cash surplus on hand, and our inventory of cleaners and raw materials practically wiped out. We have completed our deflation."

"This means we are in a stronger and better position for the future than ever before. It has been a good thing to forget volume for a while and think of efficient operation. The very fact that we now do not need tremendous volume in order to make a profit is assurance that we and our dealers can operate the more successfully when volume buying returns."

"The second reason why I call 1932 Eureka's best year is that in that period we developed and introduced a new and radically improved model. Times like these invariably bring forth important improvements in products—a case of sales necessity being the mother of mechanical invention."

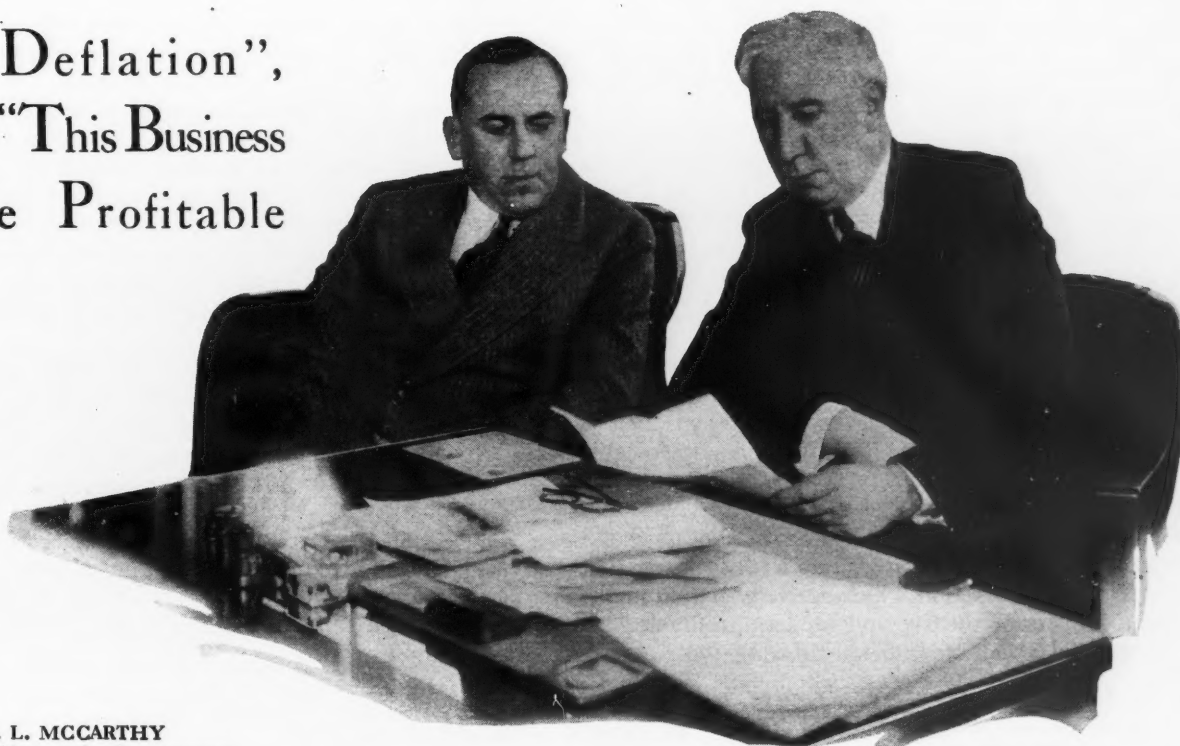
"It might well be that if the vacuum cleaner volume of 1926, 1927 and 1928 had continued, both the public and ourselves would have been content with less mechanical improvement. It is certainly true that the new Eureka cleaner represents the greatest engineering advance in our history."

"The third thing that has made 1932 our best year is the strengthening of our system of distribution. During the past 12 months, a score of large and important public



Has CLEANED *House*

Our Deflation",
Eureka. "This Business
Future Profitable



A. L. MCCARTHY
*vice president and sales manager,
Eureka Vacuum Cleaner Company*

FRED WARDELL
*president, Eureka Vacuum Cleaner
Company*

utilities—as well as leading department stores and strong individual dealers throughout the country—have been added to the list of Eureka retail outlets. Shipments in the past few months to these and other dealers have been quite substantial.

"What I have said of our own company is also true, in a broad way, of the vacuum cleaner industry as a whole. In the three important respects I have mentioned—manufacturing and financial position, product and distribution—it is on a sounder basis for future profitable operation than ever before."

The future course of the vacuum cleaner industry,

Fred Wardell believes, is indicated clearly by its past and current history. As he sees it, the industry has passed through three distinct stages, and is now entering a fourth.

There was the pre-war period when electric cleaners of a light, portable type were new. The problem was one of educating people to the need, value and use of vacuum cleaners. Sales grew steadily, but were ridiculously small by the standards of any recent years.

During that time, the Eureka company did at least 75% of its business through jobbers and dealers, operating only one or two company branches. The highly de-

veloped type of dealer business which specializes today in electric appliances was practically unknown. Public utilities had not yet become a major factor in the sale of electrical merchandise.

At the close of the war this educational effort bore fruit, and sales took an almost perpendicular rise. Everybody wanted vacuum cleaners; the problem was to get them into the home as quickly and efficiently as possible.

It was then that the Eureka company entered an era of intensive direct selling, under close factory sales control. A. L. McCarthy, vice-president and general manager, built and directed one of the most extraordinary direct selling organizations ever seen in any industry.

Eureka cleaners were still sold through dealer outlets as before. But dealer efforts were backed by a canvassing organization that blanketed the country—split down into small crews for local operation, under the personal supervision of a crew manager for every two, three or four men. This organization made over a million home demonstrations a year.

"The vacuum cleaner," says Mr. Wardell, "in that period enjoyed its years of easiest selling as a specialty. It was strictly a specialty, and specialty methods were needed to sell it.

"Practically all sales were to first buyers—as is proved by the fact that in the six years from 1923 to 1929, nearly three times as many vacuum cleaners were placed in American homes as had been sold in all the years prior to 1923. The industry's total for those six years was 7,810,000 vacuum cleaners, representing a dollar value of more than \$423,000,000.

"To take advantage of this tremendous buying demand required a huge organization and a tremendous financial investment. Vacuum cleaner dealers were not organized or equipped to provide either. The manufacturers, by financing and directing this great enterprise, were able to convert a relatively unknown appliance into an article of daily household use within a few years.

"By no other means that I can conceive could this have been accomplished. In our own operations, advertising alone required annual budgets as high as a million dollars, yet our sales and advertising costs per cleaner were in reasonable proportion to the dollar volume of sales.

"We know that no industry can continue indefinitely to thrive on virgin markets. The specialty, sooner or later, becomes a staple. This does not mean that the market has become saturated, but it does mean that a point has been reached at which specialty selling methods become far less productive and far less profitable."

Eureka sales mounted steadily during these years of

intensive selling, achieving, in the first six months of 1926, the sale of 145,314 cleaners at retail.

Advertising and sales promotion, on a large scale, were factors in the selling methods of those years. Two major sales contests were held each year; elaborate "house cleaning campaigns" were conducted in fall and spring; free attachment offers were used periodically, (and incidentally, Mr. Wardell believes no single thing in the Eureka business has been more productive of sales). These activities were backed by heavy national, trade paper and newspaper campaigns.

In 1929, the vacuum cleaner industry entered its third stage, according to Mr. Wardell. In that year, one thing happened to most businesses, while two things happened to the vacuum cleaner business.

The depression hit every industry alike, with slipping sales volume and deflated prices, but this upheaval came at a time when the vacuum cleaner business was passing from the specialty classification, and when the market was becoming more and more largely a replacement market.

How rapidly this process has taken place is shown by annual sales figures for the industry, compared with the total number of cleaners in use. Replacement sales in 1931 and 1932 were over six times the number of sales to non-users. According to McGraw-Hill statistics, last year showed an actual decrease in the number of vacuum cleaners in use; in other words, sales did not even equal the number of cleaners worn out and discarded.

"In this business," says Mr. Wardell, "the period we have just passed through represents not only an adjustment to depression conditions, but adjustment to the changing character of vacuum cleaner sales. The big market has become a replacement market, and with more than 9,000,000 electric cleaners now in use—the majority of them five years old or more—this is a market which assures the vacuum cleaner dealers of steady, worthwhile, permanent and profitable sales volume in the years to come.

"Of course, coupled with this, we have the new market represented by the 33% of wired homes which still have no vacuum cleaners, and the fact that the number of wired homes, in anything like normal times, is constantly on the increase, and constantly opening up new markets for appliances.

"On the basis of these known markets alone, the vacuum cleaner industry will get into volume again in the period we are now entering. The cleaner is the only electric appliance for which there is no substitute that will do the same work.

Tip Bonus (Continued from page 31)

radios, sweepers, percolators, curling irons and fireless cookers. Popularity of mechanical ice boxes among Tip-Bonus enthusiasts may be attributed largely to the \$3 bonus attached. Only the electric range draws so high a commission, except the electric water heater at \$5; and the company can well afford this bonus since new revenue is an automatic part of each transaction.

Bonus ratings of all merchandise are listed according to load-building factors. Hence the interests of employees are synchronized with those of the company. There are three other benefits that accrue from the Tip-Bonus system, be-

sides increasing loads on electric and gas lines: Shop employees benefit by the extra work brought in; salesmen are helped by business routed through Tip-Bonus channels; employee morale is lifted by a knowledge that individual effort will supplement his income.

At first, bonus awards were merely added to the employee's regular paycheck; but this method eliminated the pleasant "surprise package" angle to which all humans react favorably. So bonuses were divorced completely from payroll relationships. Around the 13th of the month, "Doc" visits each department, armed with the familiar

yellow slips that mean extra pocket money for somebody. He personally presents the bonus checks and congratulates the recipient. In this way the Tip-Bonus campaign is kept very much alive and is fully humanized.

These periodic presentation ceremonies are only part of Rowley's contacts with his army of tipsters. No employee meeting is considered a real success unless he has something to say about bonuses; and what he tells them generally stirs up departmental rivalry, bringing in its wake a great many new sales, more yellow slips and fresh load on the lines.

MARY DOWD REARDON

(below) and, at right, one of the informal women's gatherings at which appliances are demonstrated.



Studio Store

When Mary Dowd Reardon, home economist of Oakland, Cal., opened her own studio, she found that she was in the appliance business

POSSIBLY Mary Dowd Reardon has never bothered her head about just what a booster pump is. But in the line of distribution between manufacturer and dealer to the public, that is just what her organization is—a booster pump. And because Mrs. Reardon does such a neat job of boosting, there is quite a story to tell about it.

First, Mrs. Reardon is a food demonstrator and home economist of no little note in Oakland, Berkeley and even San Francisco, Calif. With an engaging personality and easy conversational fluency she has been quite successful with her cooking schools from the first. Some few years ago she acquired an old house of ample dimensions, located on Telegraph Avenue, in Oakland, just outside the business district. Just recently she has had the entire front enlarged to the sidewalk, making a much larger dining room than that originally possessed by the house of ample dimensions.

The reason for the large dining room is that it is the booster pump main pressure chamber. It is where the buyers, the home purchasing agents, come of their own free will to expose themselves to the products Mrs. Reardon sponsors plus the personality and persuasiveness of Mrs. Reardon. The



G. E. Wilkins, sales manager of the Reardon studio which acts as manufacturer's agent on appliances.

combination is a mighty effective one for the manufacturers who assist Mrs. Reardon to make it all possible. It hasn't failed yet to move their products much faster into the homes of those who have come to enjoy the dainty luncheon of their club or chapter or teepee in the enlarged dining room.

The place is popular for luncheons of the club, or lodge, or teepee. Mrs. Reardon only charges the club 15 cents per member for the luncheon, the club can charge whatever more it likes to apply to the club funds, a benefit, for charity or a new rug for the pastor's study. In coming it knows that it will be eating the foodstuffs sponsored by Mrs. Reardon, and will be interrupted after the salad course by a really interesting talk about food, or the manufacturer and his problems in getting the

women to try his product.

She makes no bones about advertising, frankly admitting that it is the means of spreading the good news to women about the products represented. The manner of doing the advertising, too, is only to be described by the word charm.

Bookings for the luncheons or dinners are made far in advance. On the day the accompanying photographs were taken two circles of the Ladies Aid were being feasted, and more than 125 women were present. That day Mrs. Reardon managed to bring out a special feature of each of the products she was sponsoring, give samples of many as prizes, give a really touching talk on the local blind industrial home which the state legislature in seeking economies had

(Please turn to page 45)

Refrigerators

were *New* but—



"**S**PEED," the local fire chief calls her. So do a few intimates who have watched her long career as merchandise manager of an established furniture house in Lorain, Ohio. Folks who know her say the sobriquet is well-deserved.

When we were in school excellence in grammar tests were based on "speed," plus "accuracy," plus "neatness." However, Miss C. N. Simpson, this appliance manager of Reichlin-Reidy-Scanlan Company, merits "speed," we'll grade her excellent on "accuracy" in selecting prospects, and "neatness" of sales approach. Here's why.

"Speed's" company is one of those which has taken on, successively, victrolas and records, radios and, most recently, refrigerators. The refrigerator business was added at Miss Simpson's suggestion when the radio business showed signs of extreme depression. She talked with her boss. It was going to take a lot of money. Refrigerators were new to "Speed" and the rest of the company. But they decided to add refrigerators, just the same. The day after the decision was reached a refrigerator distributor representative (Kelvinator) showed up and sold them on handling his line.

So there "Speed" and her boss were, with no prospect list, no particular knowledge of the product and no well-defined plan for selling. The distributor helped. A three-day cooking school was arranged for. It was held on the third floor of the furniture house. It drew more than 1,300 persons, and this out of a population less than 50,000. "Speed" watched people as they came to the cooking school; noted on registration cards whether or not they might be hot prospects. At least, then, she had something tangible to work upon.

The day the cooking school opened, however, she felt uneasy. She was certain of herself where radios were concerned. She had earned a reputation for honorable dealing. Her word was as good as her bond. But she lacked the assurance engendered by the knowledge that she could sell the new product.

Fate in the person of an insurance agent strolled into her office when she was mentally fingering over a few prospects' names. He waved a \$20,000 insurance settlement check in "Speed's" face. "Where's that going?" she asked. She was told. The insurance agent's footsteps were scarcely cold on the threshold of Widow Blank's house when "Speed" rang the doorbell. She had to make that sale. She did. And before the cooking school opened \$348 in cash reposed in her till. She

"Speed" Simpson

starting at scratch sold
47 machines in 1932 . . . and
she is just getting going.

By

John W. Shaver

may not have known anything about the mechanics of refrigeration, but she did have the moral backing of having made a sale.

Under the distributor's guidance four local salesmen were trained. She herself listened and learned the whys and wherefores of refrigeration. Backed by advertising campaigns in the local newspapers, and in religious and social publications, she went to work on her prospects.

A year has gone by since her first sale. "Speed" has learned a lot of tricks. She sold 47 refrigerators in 1932. To continue this record, she asserts, means harder work now. The ratio of sales to calls has changed from 1 to 10 to 1 to 100. But there are still plenty of people who will buy, once they can be located and the economical need has been established.

What devices has "Speed" used to sell refrigerators? What does she tell the prospect? To whom does she sell?

1. The cooking school gave her an initial prospect list. Visitors to the cooking school—the second one closed



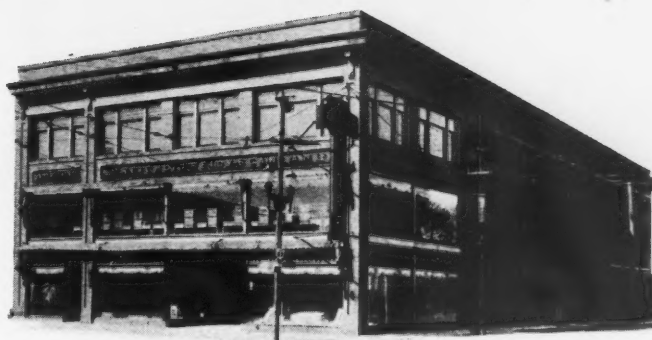
The refrigeration department of Reichlin-Reidy-Scanlon. Miss Simpson is the third from the left

March 1—signed cards indicating whether they used mechanical refrigeration or ice, and, if the latter, whether they used ice all the year. These cards were distributed among her salesmen, and as a result of salesmen's visits the prospects were classified and card-indexed into "immediate," "future" or "possible." The "possible" class contained those who needed special attention. "The prospect might not like the color of the salesman's tie or hair," says "Speed." Another salesman would take the prospect.

2. She hired a girl for a month to do nothing but make telephone calls. This girl called every telephone subscriber in the Lorain area, and there are some 10,000 of them. "May we send you one of our new recipe books?" This was the invariable opening. Often, the lady of the house freely admitted regret at not owning a refrigerator. So "Speed" listed her as a hot prospect. Sales believed most likely among city, car and house owners, often were made in outlying villages.

3. "Speed" changes her sales approach to meet individual requirements. Basically, she knows the proper size box is economical, if the housewife exercises care in food purchases. "Speed" is not content to sell the smaller size. A box with a capacity around 6 cu.ft. is the economical size. So thoroughly does she believe this that she has conveyed that confidence to her prospects. There's room enough in that size box to store a week's supply of food for a moderate-size family. "Speed" has capitalized on that. She has sold refrigerators to housewives because she has been able to demonstrate the fact that they pay for themselves. One woman, who had been a particularly reticent buyer, now saves the \$2.80 weekly payment on her refrigerator from her food budget. She buys at Saturday sales for the entire week, and aside from the down payment, her husband hasn't contributed an additional penny to the purchase of the refrigerator.

4. "Speed's" selling has gone through the victrola, radio and appliance stages. The firm which employs her is an established part of her community. Its executives



The Reichlin-Reidy-Scanlon Co. is a well-known furniture house in Toledo. Miss Simpson is merchandise manager of the store.

are known personally to everyone. They help the community grow. They are heavy contributors to Community Chest drives. They aid every worthwhile social service. They serve on committees and boards which have the interest of the whole community at heart. They are entitled to remain in business, and to make legitimate profits. They have been particularly lenient to all customers during the depression. "Speed" gets plenty of enthusiasm as well as backing from her employers. She is confident her 1933 business can't fail; for evidence points to the fact that she made nine sales in February, 1933.

Salesmen must report to "Speed" every night. She keeps a card index record of progress each salesman is making on each account. If she thinks not enough progress is being made on a particular prospect, she gives the prospect to another salesman. Incidentally, here, though not incidentally to "Speed," she added another salesman three weeks ago—a girl who "sold" her talents to "Speed." This young lady was hired on a Saturday and came back the next Monday with a check for the down payment on her first sale.

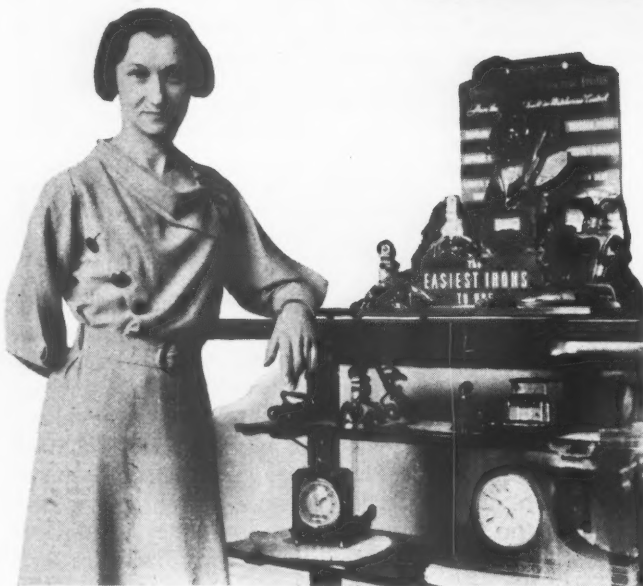
Why does the fire chief call her "Speed"? She sold him a refrigerator when he had resisted the sales attacks of every one of her competitors.

Orphan Annie



Chicago's only woman electric dealer says appliance volume sales will come with good times.

Price cards setting forth the "Pay on the light bill" feature have been action getters. Above is a display in a dealer store.



latest count, 106 dealers are turning in paper, some \$20,000 has been passed out, and only 24 defaults on sales have occurred. James Dawson, head of the central station's merchandising cooperation bureau, doesn't radiate enthusiasm at these results, but dealers declare that small appliances, no longer financial orphans, are now on the highway to becoming volume sellers the moment normal times return.

Boiled down, this is the situation described by merchants:

1. Sales are from 5 to 25 per cent ahead of the previous year.
2. Only one quarter of the business, approximately, is passed on to the Commonwealth Edison Company. Half of it is cash, 25 per cent is cleaned up by the customer within 60 days.

NO DOORSTEP has existed, until recently, on which a dealer might place his small appliance paper. Finance companies have looked upon sales below \$50 like "a banker through two glass eyes," to quote Al Smith. Cash sales have been out of the question, since the man in the street rarely carries more than \$3 in his pockets.

Credit for taking the first fatherly interest in seeing what could be done to finance the orphan group may be credited to Chicago's Commonwealth Edison Company.

A revolving fund was set up in July, 1932, whereby dealers could sell appliances, discount paper and have collections made on the central station's light bills. At

QUICKEST to go after this financing plan hammer and tongs were radio dealers, out on a limb with low-priced midgets. More recently, as displays were perfected, small appliances have been gaining.

Most enthusiastic among dealers interviewed was Jack Miller, proprietor of the General Radio & Electric Service Company in Rogers Park. He pointed out an annual sales volume of around \$11,000, a 5 per cent gain over 1931. With the launching of the financing plan, the firm went to the expense of putting up illuminated wall cabinets and building an appliance display in the middle of the store. With the dwindling of

APPLIANCES



Finding small appliances a steadily increasing factor in volume, Jack Miller, Chicago, "blew himself" to illuminated display cases.

106

CHICAGO DEALERS

are now

DISCOUNTING

Small Appliance

Paper with

Commonwealth

Edison

outside sales, more and more small appliances are being relied upon to attract trade, Mr. Miller stated. With the privilege of acting as a pay station for electric and gas bills, a greater increase in customers is expected. This year will probably see the addition of washers and refrigerators to the line, with radio sequestered in a separate room.

The only difficulty in the plan, says Mr. Miller, lies in the fact that so many large apartment buildings in Rogers Park furnish free current to tenants, with the result that none of them are eligible.

Less than one fourth of the sales made by the Dumke Radio Company were financed through Commonwealth Edison Company, according to the proprietor, E. Dumke. He declared, however, that small appliance sales were 50 per cent ahead of last year, and he was enthusiastic for the continuance of the scheme.

An 8 per cent increase over the previous six months was reported by Fred Ruhling, whose hardware and electric appliance house is on Chicago's near north side.

"With as many charge account customers as we have built up in our 40 years, it wasn't the Commonwealth Edison's financing plan for small appliances that can be credited with this extra business," he stated. "We got enthusiastic at the start, put in a couple of windows, spent at least \$75 in postage on direct mail. This is probably what boomed our business."

Miss Frances M. Wilhelm, possibly Chicago's only woman electric store proprietor, stated that from 3 to 5

per cent of the Radio Maintenance Company's volume in Edgewater was due to the Edison financing plan.

"We didn't carry appliances at all until this started," she said. "Today only those accounts which are strung out for a longer period than 3 weeks are financed. The rest we carry and collect ourselves. Our eight outside men pick up quite a bit of small appliance business in their refrigerator-selling work. Each man carries a portfolio, literature and, on paper, you know, an electric mixer looks just as big as a refrigerator, and consequently he can make just as good a talk."

L. A. Lindgren, south side radio and electric dealer, said that the influence of small appliance financing plans had doubled the store's business on this type of item. He claimed that the volume had risen from \$2,000 gross in 1931 to \$4,000 in 1932. About 40 per cent of the sales were for cash, he thought, and much of the activity due to the firm's interest being riveted on such items. The necessity for paying a finance charge on time sales turned many customers into cash buyers. The fact that the items were sold with recourse caused him to limit most paper to six months, radio to three or four months and virtually no sales were strung out over 11 months.

The Woodlawn Electric Company was another firm that reported a jump in small appliance sales with the coming of the financing plan. During the first six months of 1932, according to Mrs. T. F. Hennesey, sales ran to \$618.20. During the second half sales were \$890, of which \$467.90 was central station financed.

figures of the month

WASHER SALES UP

JUBILANT are washing machine manufacturers at the good sales made in January and February, 1933. According to Executive Secretary J. R. Bohnen of the American Washing Machine Manufacturers, twenty-seven washer manufacturers sold 40,644 electric machines the first month of 1933, as compared with 38,486 machines January a year ago. Comparison with December, 1932, washer sales are difficult because at that time twenty-nine washer factories were reporting sales and two companies have since stopped sending their statistics to the Association. However, it is interesting to note that January, 1933, sales of the twenty-seven manufacturers exceed the electric clothes washer sales of the twenty-nine manufacturers in December, 1932, which amounted to only 22,272 units. February, 1933, sales, announced as this issue goes to press, amounted to 50,518 electric washers, exceeding the 45,946 machines sold in February, 1932.

SALES IN THE WEST

DISTINCTLY worthwhile are the statistics on Western sales of major appliances, including refrigerators, ranges and water heaters, collected by our Pacific Coast contemporary *Electrical West*. For quick comparison, *Electrical Merchandising* has arranged these figures in the accompanying table, which indicates the strength of central station selling in the eleven Western states as well as the benefits of co-operative sales campaigns worked out between central stations and local retailers of appliances.

FIRST 1933

CLEANER SALES

JANUARY sales of household electric vacuum cleaners reached 28,462 units, according to figures released by Secretary C. G. Frantz of the Vacuum Cleaner Manufacturers' Association. Sales for December, 1932, amounted to 38,727 cleaners, reflecting gift buying, while sales for January a year ago totaled 40,044 machines.

CONSUMERS: REGULAR AND SUBSISTENCE

NO LONGER can producers and distributors talk glibly of 126,000,000 American consumers, claimed Prof. Walter B. Pitkin of Columbia University, speaking at the March meeting of the American Marketing Society in New York. Today, he points out, there are two distinct classes of prospects for all goods. "We have about 50,000,000 Americans outside of the money-and-profit system, made up of the 15,500,000 unemployed and their dependents plus the insolvent farmers and their families. These live on doles, charity, invented work or pilfering." Subtracting these 50,000,000 Americans who live at a mere subsistence level, Pitkin asserts, leaves America with 76,000,000 bona fide consumers. Next big marketing problem of all big industries, with the possible exception of the food and clothing trades, has to do with the absorption of the 50,000,000 "non-consuming" consumers back into the regular consumer group, or the reconciliation to their continuing outside the established economic order.

1932 DOMESTIC CONSUMPTION OF ELECTRICITY BEATS 1931

DESPITE small losses in the last two months of 1932, sales of electrical energy to the wired homes of America ended the year with flying colors and an increase of 2.1% over the year 1931. Total kilowatt hour sales for domestic purposes amounted to 11,986,902,000, an increase over the 11,737,924,000 kw.-hr. used by wired homes in 1931. This increase in electricity by homes is particularly encouraging since the number of wired homes declined during the year 1932. Moreover, the average annual consumption per home increased from 584 kw.-hr. in 1931 to 601 kw.-hr. in 1932, up 2.9%. Although the national average electricity rate for domestic use declined from 5.78c. in 1931 to 5.58c. in 1932, the average monthly electricity bill for the home decreased only 1c. from \$2.81 in 1931 to \$2.80 in the year just ended.

Unfortunately the year 1933 did not start off auspiciously in so far as current sales to homes are concerned. This January the wired homes or domestic service customers of electric light and power companies bought and used 1,205,634,000 kw.-hr., which was a 3.7% decrease from the 1,252,447,000 kw.-hr. sold in January, 1932.

These figures come from the National Electric Light Association which also reports that though wired homes generally declined in number during the past year, wired farms increased from 698,786 on December 31, 1931, to 705,075 on December 31, 1932.

1932 MAJOR APPLIANCE SELLING ACTIVITIES OF SOME WESTERN CENTRAL STATIONS

Company	Refrigerators		Ranges		Water Heaters	
	Utility	Dealers	Utility	Dealers	Utility	Dealers
Northwestern Elec. Co.	N. K.*	600	350	188	110	48
The California Oregon Pwr. Co.	125	125	186	55	140	20
Mountain States Power Co.	290	195	378	20	220	9
Lighting Dept. City of Seattle	93	607	972	100	420	N. K.*
Portland General Elec. Co.	N. K.*	N. K.*	513	512	300
Pacific Power & Light Co.	146	577	234	135	323	135
Puget Sound Pwr. & Lt. Co.	542	2,500	1,693	736	1,048	721
The Washington Water Power Co.		1,375		458		368
Idaho Power Co.	183	965	443	437	698	N. K.*
The Montana Power Co.	540	N. K.*	427	N. K.*	11	N. K.*
Utah Power & Light Co.	690	700	605	175	N. K.*	N. K.*
Pacific Gas & Electric Co.	N. K.*	16,961	1,280	1,931	863	836
Valley Electrical Supply Co.	N. K.*	3,355	N. K.*	1,046	N. K.*	563
Central Arizona Lt. & Power Co.		649		93		48
Los Angeles Bureau of Power & Light	N. K.*	N. K.*	N. K.*	405	N. K.*	57
Southern California Edison Co. Ltd.	N. K.*	417	N. K.*	1,000	N. K.*	N. K.*
San Diego Consolidated Gas & Elec., Co.	100	2,050	100	25	20	20
The Southern Sierras Power Co.	N. K.*	210	300	N. K.*	150	N. K.*

V.K.* = Not Known. Compiled from "Electrical West" — Feb. 1, 1933.

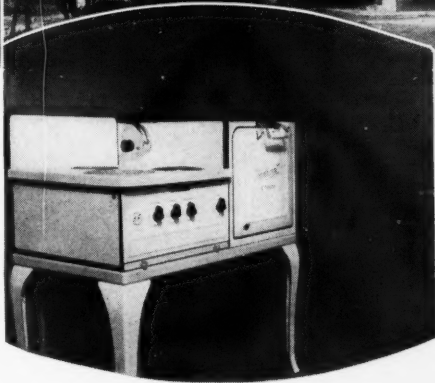
NATIONAL INCOME

MIXED conclusions may be drawn by dealers, distributors and manufacturers from the preliminary report on 1932 national income, prepared by the industrious National Industrial Conference Board. To be sure, the report indicates that last year folks received a total income 53% below that of the purple year 1929. Moreover, last year's per capita income was only \$424 in actual dollars, or \$305 in the statistician's "1913 dollars." Notwithstanding these declines, the national income for 1932 is approximated at \$40,000,000,000, a very considerable amount of money for the appliance industry to tap, even though it may not be well distributed over all the families of the community. Comforting also to dealers, distributors and manufacturers of appliances, should be the persistent decline of the cost of living in America.

Income NO BARRIER

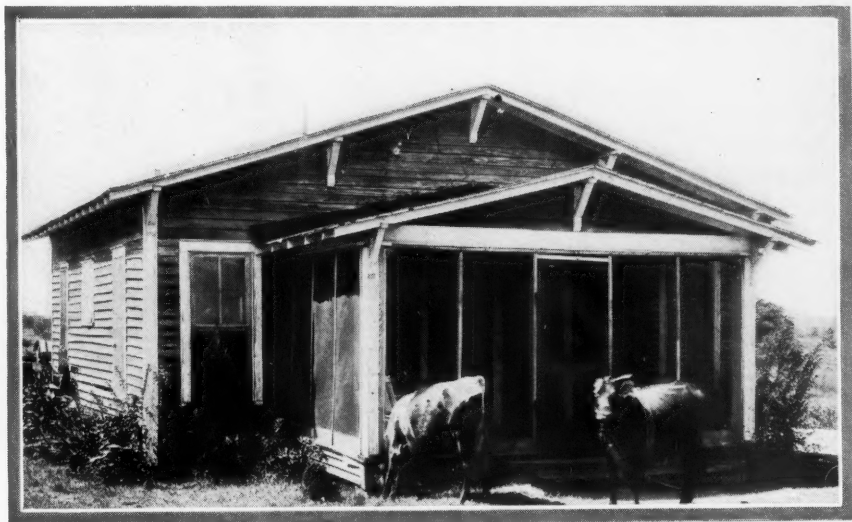
..... to Appliance Sales

A. B. Collins, field representative, Electric Cookery Council, presents some typical southern homes in lower income groups where installations of electric ranges, refrigerator, water heater, washer and other devices have been made.



TWO TYPICAL HOUSES

—in Georgia. In homes like the one pictured above electric range installations have been made. The family income in many cases was found to be as low as \$90 per month.



LEFT

J. S. SAXON
Farmer, Albany, Ga.
RANGE

... Continued on page 44

The Greatest

①

ARRAY OF NEW FEATURES

The Greatest

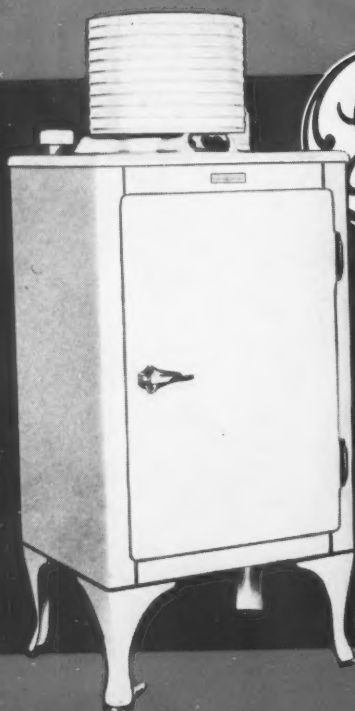
②

PUBLIC PREFERENCE

The Greatest

③

RANGE OF PRICES!

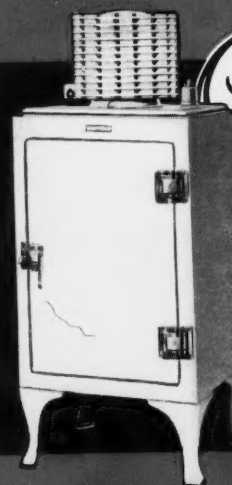
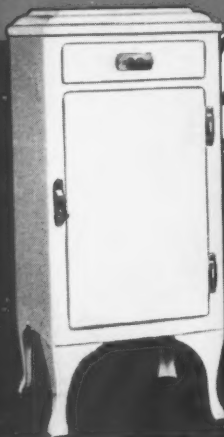


① THE NEW 10★ G-E

New Beauty...New Styling...New Features...More Value per Dollar. The new 10★ G-E freezes more ice faster; consumes less current; operates so quietly it is scarcely heard. New all-steel cabinets are gleaming porcelain inside and out—beautifully modern in design. New *stainless-steel* freezing chamber cannot chip or rust. Other *star* features include new foot-pedal door opener; new automatic interior lighting; new semi-automatic temperature control with new G-E defroster; new adjustable sliding shelves. The famous Monitor Top—newly improved with smooth steel walls—carries an unparalleled 4-Year Service Plan.

② THE STANDARD MONITOR TOP

One out of three electric refrigerators in use in homes today is a G-E Monitor Top. And surveys recently conducted among *prospective* buyers show General Electric has a 3 to 1 preference over any other make. ● The Standard Monitor Top models also carry the 4-Year Service Plan of General Electric.



③ THE NEW G-E JUNIOR

As low as

\$99⁵⁰

plus tax
and delivery

For those prospects to whom original low price is most important, General Electric offers the new G-E Junior—today's outstanding value among conventional flat-top refrigerators. Carries a standard 1-Year Warranty.

4 The greatest opportunity
for continued
profits...



4 GENERAL ELECTRIC KITCHEN

NOW G-E Retailers are equipped with exceptional sales opportunities—new models, a complete range of prices (from \$99.50 up), and G-E's new plan of ensemble selling featuring the famous General Electric Kitchen. • Not only does the G-E Retailer have the most complete line of electric refrigerators to offer, but when he takes an order for a G-E refrigerator, his profit is *just starting*. With the General Electric Kitchen as a part of the complete

G-E merchandising set-up, he is assured of *progressive profits* from the same prospect. Eventually, the owner of a G-E Refrigerator will have the entire General Electric Kitchen, including a General Electric Range, General Electric Dishwasher, and other units... *and the General Electric Retailer makes a profit on each one.* General Electric Company, Specialty Appliance Sales Department, Section DE4, Hanna Building, 1400 Euclid Ave., Cleveland, Ohio.

A. C. CAMP

Painter, Watkinsville, Ga.

Appliances Installed, Ranges, Refrigerator, Water Heater, Washing Machine, Vacuum Cleaner, Percolator, Toaster, Flat Iron, Radio.



W. S. BROOKS

Merchant, Hiram, Ga.

Appliances Installed, Range, Refrigerator, Water Pump. Value of home \$1,800.



R. W. BODION

Printer, Martinez, Ga.

Appliances Installed, Range, Refrigerator, Radio.



Income No BARRIER

.... to
Appliance
Sales

The
MISSSES RICHARDSON

900 M. Street, Brunswick, Ga.

Appliances Installed, Range, Refrigerator, Water Heater. Value of house \$2,000.



J. A. MANN

R. R. Fireman, 286 Augusta Avenue, Athens, Ga.

Appliances Installed, Range, Water Heater, Refrigerator, Radio, Washing Machine, Ironing Machine, Churn, Vacuum Cleaner, Fans, Percolator, Room Heater, Flat Iron.

*Average consumption per month 118 kw.-hrs.
Average net bill per month \$5.56.*



Appliances in the Spotlight (Continued from page 26)

stimulated by the sale of individual appliances such as the refrigerator and the range. In addition, complete electrical kitchens have been installed in department stores and in distributor's own showrooms, electrical shows, and other places.

Supplementing these activities, great travelling kitchen coaches were designed in order that housewives in outlying districts might see for themselves what the General Electric kitchen looked like. Then, of course, the magazines, newspapers and radio have brought their own influence.

In many ways, the special train, crossing the country in a blaze of publicity, knit together and co-ordinated all these activities.

Where the real value of the train became apparent, however, was in the tie-up between the movie stars and the GE distributors. At Cleveland, Detroit, Chicago, St. Louis, Toledo, Washington, Philadelphia, Boston, New York—wherever the silver-and-gold leafed special, blazing with floodlights, came to one of its major stops, a parade of the stars, from the depot to the GE distributor's showrooms began. Through packed masses of humanity, ranging anywhere from 150,000 in Minneapolis to 500,000 in Philadelphia, Tom Mix, resplendent in white buckskin, led the glamorous bevy of Hollywood beauties in parades that required special detachments of police to keep the crowd in order.

Advance men—the hard-working "Mike" Mahoney, merchandising manager of GE's specialty appliance sales, Paul Dow, E. H. Norling, Walter Landmesser, Jean De Jen—and that wizard of stage production, Lawrence

Higgins—had the way prepared and the stage set as the train rolled into the station. Newspapers in the various cities contributed generous space to the Warner Bros.-General Electric Special, distributors and department stores invited the public to come to their showrooms and see the stars in person, and the cumulative effect of all this publicity made the arrival of the train an event which even banking holidays could not affect. In Chicago, Richard Cooper, GE distributor, stage-managed the party through his showrooms and had the satisfaction of seeing thousands of people inspect the electric kitchen. From there a visit to the World's Fair grounds was inevitable. In Washington, the train party took part in the inauguration activities. In Philadelphia Distributor Judson C. Burns counted 30,000 people that went through his showrooms in a single day.

All this, of course, has to do with the purely publicity angles of the trip—the job of rousing the interests of thousands of people from Los Angeles to New York and of attracting them to the showrooms of distributors and to the department stores. The other—and perhaps even more valuable angle—was the fact that the Hollywood celebrities took an active part in the GE distributors sales conventions at which the 1933 spring offensive was presented. At these sales conventions, according to the distributors, the attendance of dealers and salesmen were, in many cases doubled. And whether it was the blonde frailty of Bette Davis, Glenda Farrell or Laura LaPlante that brought them out in such numbers; the watermelon grin of Joe E. Brown or the dynamic good nature of Leo Carillo—they came.

Studio Store (Continued from page 35)

threatened to close. She also showed off a new electric toaster, gave a word as to a new washing machine soon to be handled by her electrical appliance sales manager, G. E. Wilkins, and to outline the special features of the electric ironer which had been demonstrating ironing as the women filed into the studio for their luncheon.

Mrs. Reardon's staff and policy inspire confidence. The cooking, done on an electric range and a gas range, in home kitchen style, clinches it. The whole house is pervaded with an aroma of good food. The staff consists of two or three women, as cooks and waitresses, a food specialist and analyst, an advertising manager and Mr. Wilkins in charge of the recently added electrical appliance department of the Mary Dowd Reardon Studio.

Products soliciting the aid of Mrs. Reardon to speed up their acceptance stand a critical analysis from the doctor in charge. One line of a product only is carried at a time, to avoid manufacturer conflict. The food products are attractively arranged in a display case at the rear of the dining room. The electrical appliances are prominently displayed in the hallway or on the sideboards. Two electric refrigerators are used, one in a secondary

dining room, the other in the kitchen.

The institution serves several unique purposes. First, it is a proving ground for new products about to be introduced to the market. Mrs. Reardon frankly asks the women whether they think the price range of a product is attractive, whether the design of the package or device appeals to them. A cross section of opinion can be obtained by querying several successive groups on the same marketing problem. Because the women know they will not be placed on any mailing list or pestered with salesmen following them up they readily answer the questions placed before their plates in an occasional questionnaire. Results of such questionnaires have proved as indicative of buyer reaction as have some more extensive and costly surveys, experience has shown.

Outside of the advertising luncheons and dinners at her studio Mrs. Reardon is in demand by department stores and food stores as hostess at cooking schools or food demonstrations. Hinkle's Department Store in Berkeley, described in these columns not long ago, just opened a new houseware and electrical appliance sales room and a cooking school in conjunction with it in its basement. Mrs. Reardon was the feature attraction at the opening week. She

also holds cooking and home appliance schools at The H. C. Capwell department store, Oakland; has conducted schools for the Pacific Gas and Electric Co. and has entertained the sales staffs of the utility, and range or appliance distributors in similar luncheon or dinner meetings at her studio. Now she writes a cooking column for a newspaper also.

The electric appliance department, under Mr. Wilkins, is both a display and proving ground service, and for a limited line, a manufacturer's agency. Mr. Wilkins was formerly a salesman for Graybar Electric Co., a specialist in washing machines and ironers. He now is representing the Ironite ironer, and is developing a washing machine of kitchen size of his own design. He covers California with a Ford sedan delivery, carrying his appliances with him. Later he intends to extend to the Northwest. Mr. Wilkins believes in concentrating on department store appliance departments.

Altogether the studios and the institution built around the personality of a capable woman is an interesting and helpful force in reaching personally a large and constantly changing group of the public. It creates mouth to ear advertising, literally and figuratively.

Review of New Products



New Frigidaires

Frigidaire Corp.,
Dayton, Ohio

Models: 2 "Standard"—43, 63; 6 "Super" series—43, 63, 73, 93, 123, 153.
Capacities: Standard 43, 4.1 cu.ft.—2 ice trays; Standard 63, 6.1 cu.ft.—3 trays; Super 43, 4.2 cu.ft.—3 trays; Super 63, 5.7 cu.ft.—3 trays; Super 73, 7.1 cu.ft.—6 trays; Super 93, 9.1 cu.ft.—6 trays; Super 123, 12.1 cu.ft.—6 trays; Super 153, 15.1 cu.ft.—8 trays.

Special Features: Standard models: automatic defroster; chromium plated cam handles provide automatic tray release; centrally located freezer gives shelf room both sides; porcelain shelf supports; 1/20 h.p. split phase motor directly connected to rotary compressor—3 moving parts—uses no more electricity than ordinary lamp bulb, the manufacturers claim. Super series, interior light; cold refrigerating liquid runs through freezer shelves, speeding up freezing process; quicktube trays; rubber grid trays; tapered grid trays; improved cold control; larger Hydrator in smaller models, 2 Hydrators in larger models; new adjustable shelf supports; Super powered mechanism has 2 cylinders instead of 1.

Finish: Standard models, white dulux exterior, porcelain interior; Super series, porcelain interior and exterior.
Prices: Standard 43, \$96; Standard 63, \$138; Super 43, \$151; Super 63, \$191; Super 73, \$231; Super 93, \$274; Super 123, \$316; Super 153, \$396.—*Electrical Merchandising*, April, 1933.



Cleanaire Deodorizer

The Ohio Carbon Co.,
12508 Berea Rd., Cleveland, O.

Device: Ice box and refrigerator deodorizer.

Description: Absorbs all odors in refrigerator; prevents tainting of foods; 4 in. diam., 1 1/2 in. deep; may be placed on shelf or hung from under-side of shelf.

Price: 60c each.—*Electrical Merchandising*, April, 1933.

Hotpoint Ranges

Edison G. E. Appliance Co., Inc.,
5600 W. Taylor St., Chicago, Ill.

Models: "Chicagoan" No. RA 57 and "Century" No. RA 54.

Surface Burners: "Chicagoan" 3-1000 watt and 1-2000 watt open coil units; "Century" open coil surface units; Hi-Speed Calrod units and Thrift Cooker may be substituted for open coils.

Size: "Chicagoan" Floor Space 42 x 25 in.; Cooking top 36 in. from floor.

Special Features: "Chicagoan" designed for built-in kitchens, fits flush against wall, eliminating dirt trap; warming compartment with Calrod units controlled by tumbler switch on switch panel; extension type sliding oven shelves with lock stop; smokless broiler; timer, appliance outlets, temperature control grouped at rear of oven top. "Century" console type; quick reference cooking charts; porcelain enamel drip tray; buffet oven top, shelf type oven door; reversible load-balancing switches; appliance outlet, 3-pt. plug receptacle for timer connection. Oven timer and clock with Telechrom movement additional cost on both models.

Finish: Cameo Ivory, modernistic.—*Electrical Merchandising*, April, 1933.



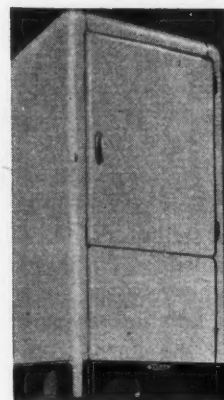
Hankscraft Egg Cooker

Hankscraft Co.,
121 N. Dickinson St., Madison, Wis.

Device: Automatic egg cooker and egg service set.

Description: Ensemble consists of 4-egg capacity automatic egg cooker, ivory porcelain, copper dome, 4 double egg cups of hob-nail crystal glass, copper serving tray. Starts in 5 seconds, shuts off itself when eggs are done.

Prices: Cooker only, \$2.95; complete set, \$4.95.—*Electrical Merchandising*, April, 1933.



Norge Refrigerators

Norge Corp.,

670 E. Woodbridge St., Detroit, Mich.

Models: 6 "Rollators"—W, R, M, K and KP, JP, J.

Capacities: W, 11.05 cu.ft.—8 ice trays; R, 9.08 cu.ft.—4 trays; M, 7.14 cu.ft.—4 trays; K and KP, 6.06 cu.ft.—4 trays; JP, 5.17 cu.ft.—2 trays; J, 5.17 cu.ft.—2 trays.

Special Features: Door opens at touch; combined defroster, cold accelerator with 9 pts cold control on freezing compartment panel; freezing compartment encased in white porcelain shield; Model W equipped with Watervoir—1 gal. glass beverage container with chromium tap; Preservoir—glass receptacle for prolonged cold storage below freezing compartment—supplied in models W, R, M, K and KP.

Finish: W, R, M, KP, JP porcelain interior and exterior; K and J, white lacquer exterior, porcelain interior; black or white porcelain enamel base optional.—*Electrical Merchandising*, April, 1933.



Chromalox Aquarium Heater

Edwin L. Wiegand Co.,

7500 Thomas Blvd., Pittsburgh, Pa.

Device: Aquarium heater for tropical fish.

Description: Automatically holds temperature of aquarium requiring not more than 75 watts per hr. in heat losses, at 75° F. Also available for breeding tanks with thermostat set at 80° F. Equipped with off and on snap switch; embedded type Chromalox cartridge element 1 1/2 in. diam., 3 1/2 in. long; entire heater plated to resist corrosion, thus protecting fish; 115 volts a.c. only; 10 in. long.

Price: \$6.50.—*Electrical Merchandising*, April, 1933.

Electrical Merchandising, April, 1933

HOSKINS

CHROMEL

(CHROMIUM-NICKEL)



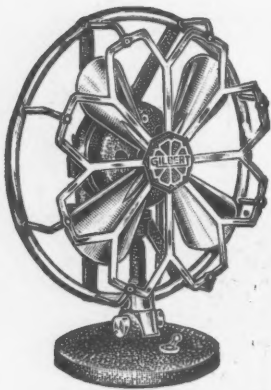
*The wire that
made electric
heat possible*

MORE than 150 years ago, it was known that a wire became heated when an electric current flowed through it. But not until 1908, was this electric heat available for practical use. In that year, A. L. Marsh introduced the original chromium-nickel heating element alloy, to which he gave the name "Chromel". Until that time, for temperatures above 1000° F., only platinum wire would do. Other wires did not last long enough to be practical. But Chromel proved to be the long sought material, in low price and long life at high temperatures.



These facts explain why we call Chromel "the wire that made electric heat possible." It created a new appliance market for the dealer, and a new load for the power company—a new convenience for the home and an improved heating method for industry. Chromel was good in 1908 and is better today. You may with confidence sell those good heating devices that are Chromel equipped. If you want technical data on Chromel, ask for Catalog-HM and our Heating-Unit Calculator. Hoskins Manufacturing Co., Detroit, Michigan.

Review of NEW Products



Gilbert Fans

A. C. Gilbert Co., New Haven, Conn.
 Device: New "Aristocrat" line of fans, models A-8, A-10 and A-12.
 Description: 8, 10 and 12 in. oscillating fans; "floating motor" suspended at 4 points from heavy cross-members at back of guard; non-radio interfering; 110 volts, 60 cycles only; instant-grip angle adjustment operates on pivot at base; octagonal guard mounted direction on base; fingertip speed control chromium plated frame and blades, Morocco green wrinkle finish base and motor.—*Electrical Merchandising*, April, 1933.



Universal Cleaner

Landers, Frary & Clark, New Britain, Conn.
 Device: Model 95.
 Description: Weighs less than 8 lb.; hand cleaner convenience with floor model performance; specially designed nozzle with permanently attached bristle brush, adjustable to various thicknesses of rugs; convenient toggle switch; non-kinking cord; maroon dust proof bag.
 Price: \$16.95.—*Electrical Merchandising*, April, 1933.

Nichrome V

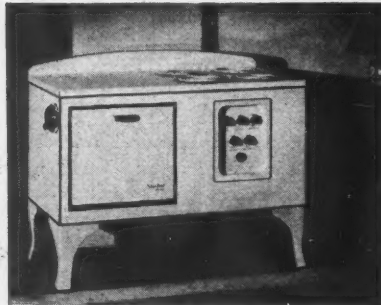
Driver-Harris Co., Harrison, N. J.
 Description: A new series of "Nichrome" alloys known as "Nichrome" V, to meet growing demand for increased speed, high temperatures, longer life.—*Electrical Merchandising*, April, 1933.

Bryant Cord Sets

The Bryant Electric Co., Bridgeport, Conn.
 Device: "Everclear" non-kinking cord sets.
 Description: Self coiling spring extends only to within 6 1/2 in. of attachment plug cap and 2 1/2 in. of appliance plug; free cord reduces tension.
 Price: 750, with switch plug, \$1.25; 733, switchless plug, \$1.00.—*Electrical Merchandising*, April, 1933.

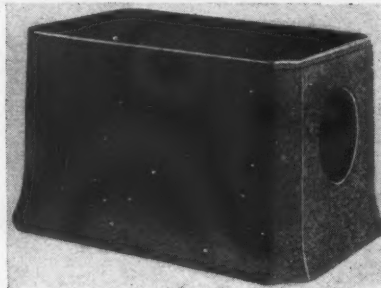
Standard Range

The Standard Electric Stove Co., 1718 N. 12th St., Toledo, Ohio
 Model: No. 1445, "Toledoan," table top range.
 Sizes: Floor space, 45 x 25 x 33 in.; oven size 16 x 18 x 14 in.
 Special features: Automatic oven; recessed switch panel includes appliance receptacle; time clock, electric cooker optional extra equipment.
 Finish: Porcelain enamel Polytone.
 Price: \$89.50 east of Rockies.—*Electrical Merchandising*, April, 1933.



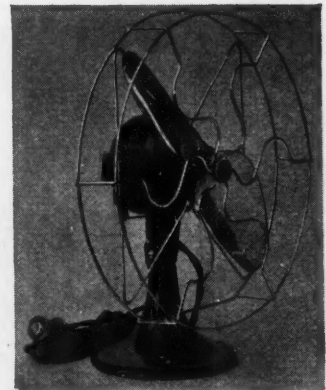
Murnick Humidifier

Murray & Nickell Mfg. Co., 2607 Arthington St., Chicago, Ill.
 Device: Model R, portable air conditioner, humidifier, air washer.
 Description: Capacity approximately 40 cu.ft. per min. in a room up to 6,000 cu.ft.; 11 in. high, 11 in. wide, 16 1/2 in. deep; 34 watts, 110 volts a.c. Equipped with Universal Kit consisting of 2 oz. bottle water soluble pine needle oil, 3 deodorizing blocks, 3 moth blocks; antique gold bronze finish.
 Price: \$16.50 complete with kit.—*Electrical Merchandising*, April, 1933.



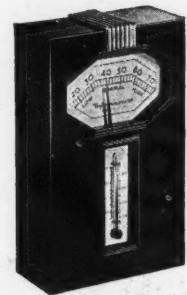
Cordaway Attachment

Grubbs Electrical Mfg. Co., Greenville, O.
 Device: Cord control, clamps to ironing board and holds cord away from path of iron; white basic steel.
 Price: 35 or 50c each.—*Electrical Merchandising*, April, 1933.



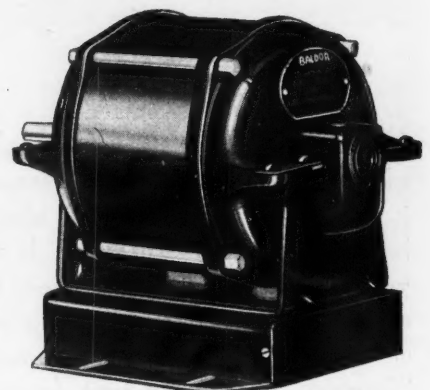
Barcol Fan

Barber-Colman Co., Rockford, Ill.
 Description: 12 in. 2-speed, oscillating fan with 2-bladed aluminum propeller, Bakelite molded case and pedestal added to Barcol line for 1933 season.
 Price: \$15.75.—*Electrical Merchandising*, April, 1933.



Taylor Humidiguide

Taylor Instrument Companies, Rochester, N. Y.
 Device: Hampton model, registers humidity, tells temperature.
 Description: Specially prepared hygroscopic element; instrument possesses adjustment features which make close calibration possible; meets large demand for instrument which does not require refilling of water containers or the use of tables to obtain relative humidity readings. Equipped with direct-reading dial and a red "Perma-color" filled thermometer. Satin black finish with chrome trim.
 Price: \$5.00.—*Electrical Merchandising*, April, 1933.



Baldor Motors

Baldor Electric Co., 4353 Duncan St., St. Louis, Mo.
 Device: Improved capacitor motors.
 Description: 1/2, 3/4 and 1 h.p. ratings; electrolytic capacitor placed in base; motor is mounted over base on springs.—*Electrical Merchandising*, April, 1933.

WHAT'S NEXT?

The customers to whom you have sold electric refrigerators, radios or clothes washers are no longer prospects for those appliances. But you have earned their goodwill and built up their acceptance of major electric appliances.

These same customers are now ready to buy something new. What are you going to sell them next?

In the Conover Electric Dishwasher you have a perfected product . . . its story is instantly appealing to your customers. There is a waiting market . . . a market in which profitless saturation is a long way off . . . free from ruinous competition.

Women want dishwashers. Hand dishwashing is the most disliked of all kitchen tasks . . . the last to be modernized. There can be no all-electric kitchen without an electric dishwasher.



In 1933 Conover is offering, on a national scale, a new set-up for dealer profits. The Conover franchise opens new sales possibilities . . . new avenues of profit . . . to dealer and distributor alike.

Write or wire for complete details

THE CONOVER COMPANY
3123 CARROLL AVENUE - CHICAGO, ILL.

Sold in Canada and the British Empire by
Consolidated Industries, Ltd., Toronto, Ont.

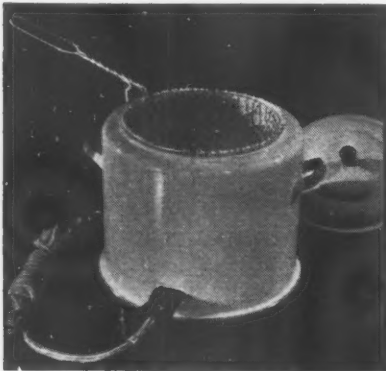
Review of NEW Products



Century Fan

Century Electric Co.,
1806 Pine St., St. Louis, Mo.

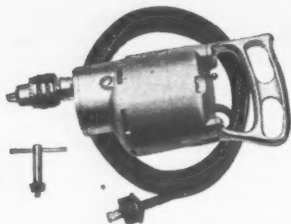
Device: "Bonair" enclosed fan.
Description: 18 in. tall, 12 in. wide, 6 in. deep; moves volume of air comparable to that of 10 in. oscillator; 2-speed induction type motor and fan blades encased in 2-tone brown steel modernistic cabinet; convenient handle at top.—*Electrical Merchandising*, April, 1933.



Electric Quick Fry

Belmont Stamping & Enameling Co.,
New Philadelphia, Ohio

Device: Automatic deep fat fryer.
Description: No thermometer required, automatically controlled; equipped with Chromalox heating element; assures perfectly maintained frying temperature; 600 watts, 115 volts, a.c. only; 10½ in. high 10½ in. diam. weighs 7½ lbs. green pebble porcelain enamel finish.
Price: \$12.00.—*Electrical Merchandising*, April, 1933.



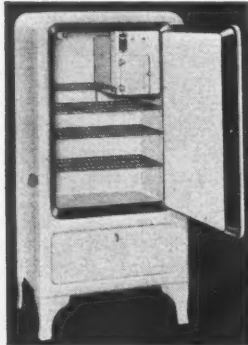
Signal Drill

Signal Electric Mfg. Co.,
Menominee, Mich.

Device: Portable electric drill for light duty.
Description: Weighs 6 lbs.; contains Signal Universal motor; 110 volts, 25 to 60 cycles with a speed no load to 1700 r.p.m. Cast aluminum body and handle equipped with make-and-break switch and 3-jaw chuck with capacity up to ½ in. 11½ in. long, 4 in. diam.—*Electrical Merchandising*, April, 1933.

Grunow Refrigerators

Grunow Corp.,
4127 George St., Chicago, Ill.
Models: 50, 60 and 75.
Capacities: 50, 5 cu.ft.; 60, 6 cu.ft.; 75, 7½ cu.ft.
Special Features: Carrene refrigerant; Sani Seald evaporator enclosed in porcelain enamel housing; cold control mounted on evaporator front; lower shelf in 2 parts, each removable for bottles; flat bar shelves; hair trigger switch door handle; flush doors with rounded corners; interior light.
Finish: Porcelain interior, "Du Lux" enameled exterior.
Prices: 50, \$127.50; 60, \$157.50; 75, \$167.50.—*Electrical Merchandising*, April, 1933.



Detroit Star Range

Detroit Star Products Corp.,
Div. of Detroit Vapor Stove Co.,
Detroit, Mich.

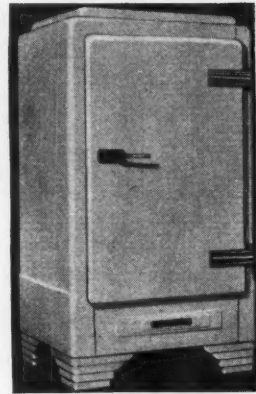
Model: No. 5900, console type.
Surface Elements: 3 three-wire, 115-230 volts, 3-heat Chromel "A" elements—1-2000 watts, 2-1200 watts. 1-2800 watt, 3-heat, Chromel "A" element between oven and broiler.
Sizes: Floor space, 41½ x 27½; cooking top height 33½ in.; oven 16 x 13 x 19½.
Special Features: Separate, Rol-Drop, smokeless broiler; direct break, mercury type thermostat heat control; large utility drawer, convenience outlet on side; timer clock outlet on back; full Rock Wool insulation.
Finish: Porcelain on Armco iron; Black Bakelite or ivory Bottleware handles; choice of ivory Nile green Marblod; ivory with suntan Marblod; ivory with blue-green Marblod or white.
Price: \$99.50.—*Electrical Merchandising*, April, 1933.



Emerson Motors

Emerson Electric Mfg. Co.,
St. Louis, Mo.

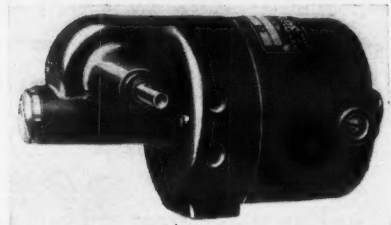
Device: New line of 3 h.p. motors.
Description: Operates at 1725 r.p.m.; furnished in single phase, repulsion start induction type, polyphase squirrel cage type and d.c. compound wound. Designed to operate continuously without overheating.—*Electrical Merchandising*, April, 1933.



Copeland Refrigerators

Copeland Products, Inc.,
Mt. Clemens, Mich.

Models: 5: W-12, W-52, P-6, P-7, P-11.
Capacities: W-12, 4.16 cu.ft.—3 ice trays, one double depth; W-52, 5.11 cu.ft.—2 ice trays, including quick ejecting rubber tray; P-6, 6.01 cu.ft.—3 ice trays, including rubber tray and double depth drawer; P-7, 7.3 cu.ft.—3 ice trays; P-11, 11.12 cu.ft.—2 double depth trays, 2 rubber trays.
Special Features: Removable cartridge type unit, weighs 74 lbs. uses 5½ oz. of refrigerant; automatic defrosting; 5 freezing speeds; flat bar shelves, lower shelf telescoping; Model P-6 and P-7—equipped with removable slide basket and interior light; Model P-11 has 2 sets of 8 shelves; all cabinets furnished with defrosting tray.—*Electrical Merchandising*, April, 1933.



Dumore Motors

The Dumore Co.,
Racine, Wis.

Models: 3—K-3; J-3 and EEXQ.
Description: K-3, series universal motor capable of carrying heavy loads without overheating, ½ and 1 h.p. ratings. J-3, same as K-3 except in design of housing and ventilation; for operating electrical tools EEXQ, meets demand for small slow speed universal motor; single worm gear reduction; full load speed 8000 r.p.m.—*Electrical Merchandising*, April, 1933.

3-wire Receptacles

The Bryant Electric Co.,
Bridgeport, Conn.

Description: Two new 3-wire flush duplex receptacles, one with third contact grounded to yoke, the other arranged for 3-wire service; brown molded Templus bodies.—*Electrical Merchandising*, April, 1933.

Horton Filordrain

Horton Mfg. Co., Fort Wayne, Ind.

Device: Attachment hose to fill or drain washing machines.
Description: Shut-off bulb at bottom of Filordrain opens and closes by a quarter turn cam action; when turned left and dropped to lowest position water flows through power jet and empties tub; when bulb is pushed up and turned right, water is forced through hose and fills tub.—*Electrical Merchandising*, April, 1933.

Electrical Merchandising, April, 1933

SPEED UP OLD RANGES

with

CHROMALOX

Super-Speed

REPLACEMENT
"TOP BURNERS"

TO MAKE those chronic range kickers happy and satisfied again with electric cookery, all you need to do is slip in one or two Chromalox Super-Speed units on their old ranges. Like magic, you'll turn them into your best boosters. You and your customers will be astonished at the increased cooking speed and efficiency of these new units, saving 10 to 15 minutes out of every cooking hour. This speed lasts the entire long life of the unit.

REDUCES SERVICING COSTS AND INVENTORY

Four standard assemblies plus interchangeable outside adaptor rings—fit all makes of ranges, old or new. With Chromalox, your service men can make replacements on the very first call in 90% of the cases. No more costly trips back to the shop because "the customer didn't specify the right size." Chromalox cuts inventory to rock bottom and is the one sure way to reduce range servicing cost to a minimum.

CHROMALOX PUTS NEW LIFE IN OLD RANGES

By installing Chromalox replacement units, and putting new life into old ranges, one power company not only gained customer good-will but increased its connected range load 40%. Chromalox Super-Speed units cut cooking time and costs—gave housewives new faith in electric cookery.

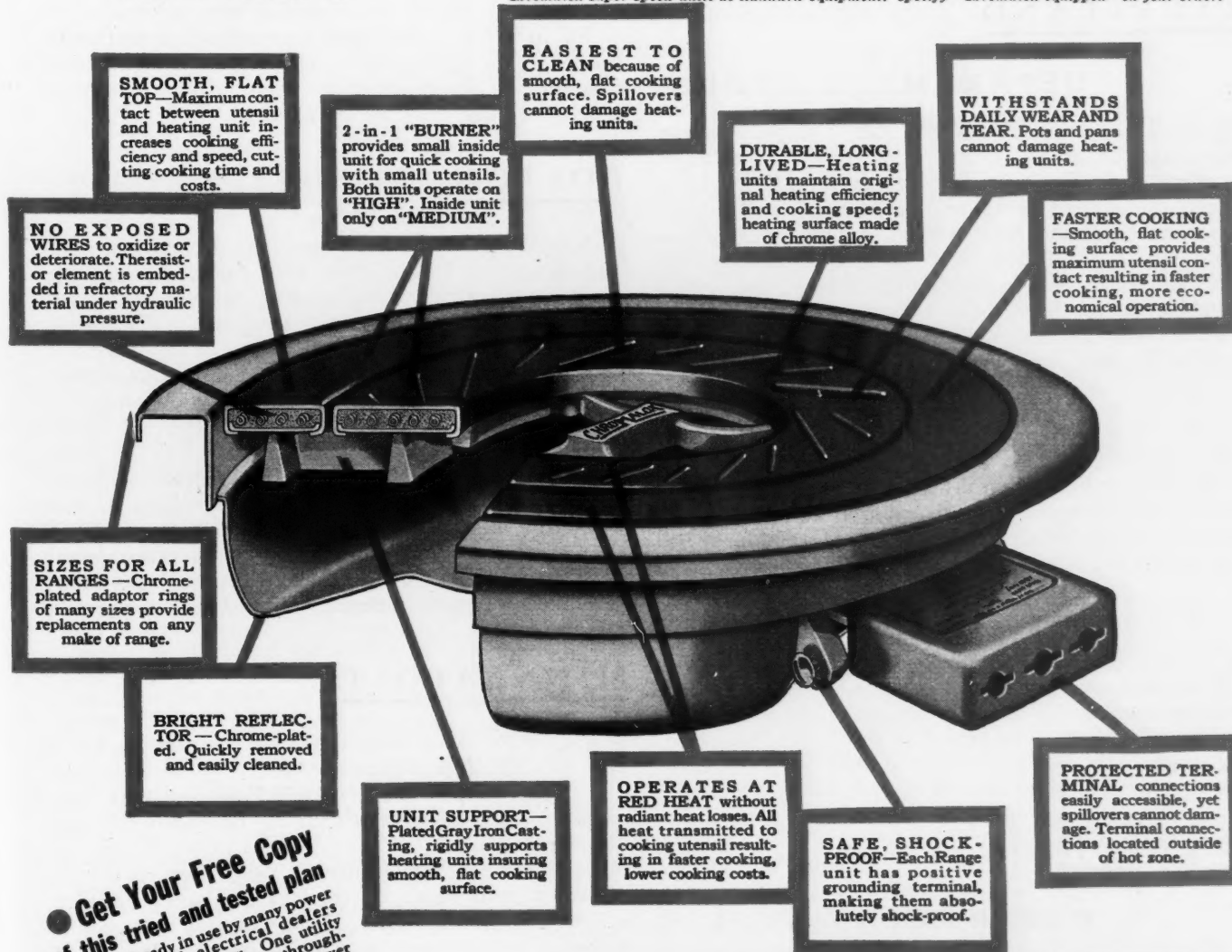
PAVES WAY FOR MORE NEW RANGE SALES

Only satisfied customers help sell new ranges. Chromalox units are greatly helping dozens of power companies and dealers re-sell range owners on electric cookery—and keep them sold. They now strongly recommend electric ranges to neighbors.

MAIL COUPON FOR FULL DETAILS

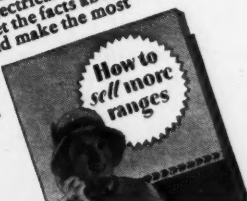
Send for your FREE copy of "How to Sell More Ranges." It brings facts and figures that you can easily and immediately put to work to maintain and build your range load at a profit. No obligation.

NOTE: See that the ranges you sell are Chromalox-equipped. Manufacturers will be glad to supply Chromalox Super-Speed units as standard equipment. Specify "Chromalox-equipped" on your order.



Get Your Free Copy of this tried and tested plan

which is already in use by many power companies and electrical dealers throughout the country. One utility company is working this plan through out its 37 properties. Another power company put it into effect in 29 communities. Dozens of dealers have found this plan a sure money-maker. Whether power company or electrical dealer, send for this book—get the facts about this workable plan and make the most of the national electric range promotion now actively under way. No obligation.



... MAIL TODAY WITH YOUR LETTERHEAD ...

EDWIN L. WIEGAND CO., 7525 Thomas Blvd., Pittsburgh, Pa.
Without obligation, please send us a copy of "How to Sell More Ranges" complete with facts and figures, and showing us how to put this plan to work to make money for us.

- ☐ Send us complete data about Chromalox Super-Speed Replacement Range Units including
 - ☐ Elec. Testing Laboratories Boiling Speed and Efficiency Report
 - ☐ Prices, Quantity Discounts
 - ☐ FREE Sales Helps, Flashing Window Display.
- ☐ Send us catalogues about Chromalox-equipped ranges.

Name.....Position.....

LOS ANGELES

THE merger of Bullock's and Parmelee-Dohrmann was the occasion of a half-page ad on the 9th to announce the opening, on the following day of Bullock's-Parmelee-Dohrmann's housewares division, located on the sixth floor of the Bullock building. Sears advertised their Kenmore washer at \$37.95, which is a long step from another Kenmore selling in New Orleans at \$69.50. . . . Feibleman must know how to sell 'em up.

SPOKANE

ONCE more we hit the Frigidaire-Magic Maid offer. Wonder how many bought? . . . another good use of the Maytag manufacturer's prepared copy in the advertising of the local distributor. Maytag and Apex seem to be the only manufacturers whose prepared copy gets around. . . . Washington Water Power are having a Eureka campaign. . . . on the new model.

CLEVELAND

DEPARTMENT STORES

EDWINA NOLAN of the GE Company started things off at May's. . . . they had irons at \$2.49, wafflers at \$1.69. . . . Thor ironers at \$39.95, 43 of them. . . . White Rotary sewing machines at \$48. . . . Over at Higbee's they offered sample and demonstrator washers (ABC, Thor, Apex, 1900). . . . Sterling & Welch had a Blackstone washer and ironer combination for \$69.50, GE cleaners at \$29.75. . . . Bailey's went into the parts business, advertised wringer rolls at \$1 per.

FURNITURE

AT BING'S: Apex washers at \$39.85 plus ironing board and electric iron; \$1 down. . . . at Colonial: Cleveland washer with board and iron at \$39.50. . . . those boys watch each other closely! Mayer-Marks had washers at \$32.50. . . . Kurtz at \$39.85 (Apex).

OTHERS

SEARS' Kenmore washer at \$36.95. . . . big space, too, as usual. . . . Wurlitzer with washer rinser and refrigerators at \$79.50. . . . do they still sell musical instruments? . . . Liberty Electric items: iron cord, 12 cents; light bulbs, 8 cents; kitchen unit, 69 cents; radio tubes, 15 cents.

DAYTON

DEPARTMENT STORES

BIGGEST Dayton news of the month was the opening, March 4, of a complete major appliance annex by Rike-Kumler Company. . . . "A new deal for Your Home!" said the ads. . . . full-paged were: Frigidaire at \$158.50 with Magic Maid mixer tossed in free. . . . Eureka cleaners at \$54.50. . . . Easy washers at

\$69.50. . . . 11-tube Grebe radios at \$79.50.

Elder & Johnson took space on Apex washers. . . . pump model at \$59.50, apron model at \$79.50. . . . also Westinghouse sewing machines at \$41.

FURNITURE

ACTIVE among Dayton appliance merchants are furniture men. Cappel's plugged Buckeye refrigerators—\$79.50 to \$135; "Paramount" washers at \$33.65. . . . Victor's jumped in about twice a week on their Boss washers at \$29. . . . May Co. featured the Faultless washer at \$29.95. . . . West Side Furn had washers from \$19 to \$39. . . . prices can't be low enough to suit the bedroom suite boys. . . . Booth stuck to their 10-piece washer "outfit" at \$49. . . . you know, iron, board, tubs, soap. . . . Dayton Furniture varied the menu with Boss at \$29, outfit at \$33.50; they also had rebuilt Hoovers at \$21.95.

OTHERS

WURLITZER, who used to sell pianos, had a washer at \$39.95 late in February, dropped the ante to \$33 in March. . . . they had Maytags, too, rebuilt at \$47 to \$69. . . . Gallagher Drug, the Katz of Dayton, red-inked heating appliances; items: heat pads, 98 cents; toasters, 93 cents; irons, 89 cents; drink mixers, 94 cents. . . . also Sessions clocks at \$1.99.

BOSTON

CONSPICUOUSLY absent is department store copy. . . . R. H. White used Apex prepared copy on washers, refrigerators, ironers, cleaners. . . . Jordan's had White Rotary sewing machines at \$57.50.

World Radio, with a flock of stores in New England, half-priced Copeland refrigerators, 4.4 ft. boxes going for \$78.50. . . . Liggett Drug hit a new low on prices: curling irons at 24 cents, clocks at 70 cents. . . . Boston Edison promoted electric ranges liberally. . . . Sears reduced their Kenmore washer from \$49.95 to \$44.95.

Surprising were hardware ads, Davis offering Dormeyer mixers at \$6.98, 2-burner stoves at \$1.98, electric kitchclocks at \$1.29, irons at 95 cents, rebuilt cleaners at \$7.98, refrigerators (unnamed) at \$67.50.

Low Supply offered "Wash-Fast" washers at \$39.50.

MINNEAPOLIS

DAYTON Store sold Gainaday washers at \$54.50.

Northern States Power featured Kelvinator. . . . Sears reduced Kenmore to \$36.95, automatic irons to \$2.89. . . . Beecher-Cumming promoted Westinghouse refrigerators. . . . Motor Power Equipment offered Thor washers, ironers at \$49.50 per, oil burners at \$199.50, with tank. . . . the New England (furniture) offered, in order: One Minute washers at \$39.95, Buckeye refrigerators at \$79.50, irons and sandwich toasters at 98 cents. . . . Town Market Furniture sold a La Salle washer at \$41.95 plus 24 pieces of equipment. . . . Boutell's had Hamilton Beach mixers at \$8.95, kitchclocks at \$2.39, H-B cleaners at \$19.85. . . . The Dayton Company was another department store to tell the public about their new GE electric kitchen.